

Name of the discipline	E-BUSINESS AND E-COMMERCE
Information about the faculties (educational and scientific institutes) and courses of study, students of which are invited to study this discipline	ERI "Karazin Institute of International Relations and Tourism Business, 2nd year (3rd semester) of the third (educational and scientific) level of higher education
Contact details of the developers of the work program of the educational discipline, scientific and pedagogical workers involved in teaching	Olena Vyacheslavivna KHANOVA, Candidate of Geographical Sciences, Associate Professor, Associate Professor of the Department of International Economic Relations and Logistics
Prerequisites for studying the discipline	Not required
Description	The purpose of the discipline. acquisition by applicants of systemic knowledge about modern trends in the development of electronic business and electronic commerce in the context of the digital transformation of the global economy and international economic relations, formation of the ability to analytically understand digital business models, evaluate technological, institutional and regulatory aspects of e-commerce, as well as the integration of digital tools into scientific and professional activities in the field of international economic relations. Expected learning outcomes. – to form in applicants the ability to critically analyze modern concepts, models and tools of electronic business and commerce in a global context; – to provide a deep understanding of the technological foundations of the functioning of e-commerce: payment systems, digital platforms, marketing and logistics solutions; – to familiarize with the current regulatory, institutional and regulatory aspects of international e-commerce; – develop skills in using digital analytical tools and data sources to assess the effectiveness of electronic business models and prepare scientifically based management decisions. Topics of classroom lessons and independent work. 1. 12 hours of lectures are planned Lecture 1. Digital transformation of the world economy: challenges and opportunities for electronic business Lecture 2. Electronic commerce as a global phenomenon: models, players, trends. Lecture 3. Financial technologies in e-commerce: payment infrastructure, blockchain, digital currencies Lecture 4. Digital marketing and behavioral economics in e-commerce Lecture 5. Regulatory challenges and transnational policy in the field of e-commerce Lecture 6. Digital ecosystems and platformization in international business 2. 24 hours of seminar classes are planned. Lessons 1-2. Digital transformation: challenges for business, economy, society

	Lectures 3-4. Models and players of the global e-commerce market Lessons 5-6. Payment infrastructure and FinTech in e-commerce Lessons 7-8. Digital marketing in a global environment Lessons 9-10. Regulation of international e-commerce Lessons 11-12. Platformization and sustainable development in e-commerce Methods of monitoring learning outcomes current control, final control in the form of a credit.
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