

HIGHER EDUCATIONAL ESTABLISHMENT OF UKOOSPILKA
 "POLTAVA UNIVERSITY OF ECONOMICS AND TRADE"

Educational and Scientific Institute of International Education
 International Economics and International Economic Relations Department

SYLLABUS
 academic discipline
"Digital Business"
 2022-2023 academic year

Year and semester of study	4 th year, 7 th semester
Educational program / specialization	Discipline of general choice
Specialty	
Branch of knowledge	
Degree of higher education	bachelor

Name and surname of the teaching staff,
 who conducts classes,
 scientific degree and academic title,
 position

Svitlana Tul
 PhD in Economics, Associate Professor
 Associate Professor at International Economics and
 International Economic Relations Department

Phone number	+38 0532 50-91-68
E-mail	puet.me@gmail.com
Class schedule	http://schedule.puet.edu.ua/
Consultations	face-to-face consultation: Monday through Friday from 17.05 to 18.25 online: by e-mail, Monday through Friday from 17.05 to 18.25
Distance course web page	http://www2.el.puet.edu.ua/iz/course/view.php?id=1039

Course description

Course objectives	Formation of a system of theoretical knowledge and practical skills in creating and running a digital business, organizing a single digital ecosystem of the company by integrating digital technologies into the management system of business processes, personnel, marketing, as well as the international economic activity of the company.
Duration	5 ECTS credits/150 hours (lectures – 20 hours, trainings – 40 hours, self-study – 90 hours).
Forms and methods of teaching	Forms: lectures and trainings in the classroom, self-study outside the schedule. Methods: business and simulation games, idea generation methods, case study, project method.
System of current and final control	Current control: attending classes, presenting homework; discussing lesson material; fulfillment of educational tasks (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; tests; current modular work. Final control: final test.
Basic knowledge	Extensive knowledge of macroeconomics, microeconomics, economics, finance, management, information and communications technology.
Language of instruction	Ukrainian, English.

The list of competencies provided by the course, program learning outcomes

Program learning outcomes	Competences that the applicant must master
<ul style="list-style-type: none"> • use modern information and communication technologies, software packages for general and special purposes; • systematize and organize the information received about the processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors; formulate conclusions and provide recommendations, taking into account the peculiarities of the national and international environment; • plan, organize, motivate, evaluate and improve the effectiveness of teamwork, 	<ul style="list-style-type: none"> • ability to plan and manage time; • information and communications technology skills; • skills in abstract thinking, analysis, and synthesis; • ability to work in a team;

Program learning outcomes	Competences that the applicant must master
<p>conduct research in a group under the guidance of a leader, taking into account the requirements and features of the present situation in conditions of limited time;</p> <ul style="list-style-type: none"> • apply the acquired theoretical knowledge to solve practical issues and meaningfully interpret the obtained results; • understand and be able to apply, according to other requirements of the educational program, modern theories and methods for solving specialized complex problems and practical issues in the field of international trade in goods and services, international capital flows, international monetary and financial and credit relations, mobility of human resources, international technology transfer; • select and skillfully apply analytical tools for studying the state and prospects of development of individual segments of international markets for goods and services using modern knowledge of the methods, forms and instruments of international trade regulation; • apply appropriate methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine. 	<ul style="list-style-type: none"> • knowledge and understanding of the subject area and professional activity.

Thematic outline

Topics	Types of activities	Extra-curricular tasks in terms of topics
Module 1. Organization and promotion of digital business		
Topic 1. Creation and organization of digital business	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Prepare a presentation of an idea of a digital startup project
Topic 2. Digital business models	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Prepare a business plan for a start-up project based on the use of one of the digital business models
Topic 3. Development of digital business architecture	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Develop a scheme of business architecture, information architecture, application architecture and technology architecture for a start-up project
Topic 4. Digital branding	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Develop a brand book for a digital company
Topic 5. Digital marketing and web analytics	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Develop a marketing plan for promoting a digital company on social networks (Facebook, Instagram, YouTube, TikTok, Telegram, Twitter)
Module 2. Digital business management		
Topic 6. Project management in digital business	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Integrate business plan into project management system
Topic 7. Human resources management of a digital company	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Analyze the labor market, build a digital team and create a personnel motivation system
Topic 8. Digitalization of international trade	Attending classes, presenting homework; discussing lesson material; participating in	Develop an export strategy for digital business

Topics	Types of activities	Extra-curricular tasks in terms of topics
	learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	
Topic 9. Modern payment systems and features of their implementation in digital business	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Select and integrate payment instruments in digital business
Topic 10. Cybersecurity of digital business	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Develop a cybersecurity strategy for a business

Information sources

- Digital Business Modeling. A Structural Approach Toward Digital Transformation. SAP White Paper. Digital Transformation, 2016. 66 p. URL: <https://news.sap.com/germany/files/2016/04/digital-business-modeling-ea769b27-5a7c-0010-82c7-eda71af511fa.pdf>
- Industry 4.0: Building the digital enterprise. PwC, 2016. 34 p. URL: <https://www.pwc.com/gx/en/industries/industries-4.0/landing-page/industry-4.0-building-your-digital-enterprise-april-2016.pdf>
- Kerravala Z., Miller L. C. Digital Transformation for Dummies®, Mitel Special Edition. John Wiley & Sons, Inc., 2017. 44 p. URL: <https://www.tcscanada.com/wp-content/uploads/2019/02/Mitel-EBook-Digital-Transformations.pdf>
- Mashchak N., Dovhun O. Modern Marketing and Logistics Approaches in the Implementation of E-Commerce. In: Kolinski A., Dujak D., Golinska-Dawson P. (eds) Integration of Information Flow for Greening Supply Chain Management. EcoProduction (Environmental Issues in Logistics and Manufacturing). Cham: Springer, 2020. URL: https://doi.org/10.1007/978-3-030-24355-5_19
- Schallmo D. R. A., Williams C. A. Digital Transformation Now! Guiding the Successful Digitalization of Your Business Model. Cham: Springer Nature, 2018. 70 p. URL: <http://panosa.ir/files/now.pdf>
- Tolstoy D., Nordman E. R., Hånell S. M., Özbek N. The development of international e-commerce in retail SMEs: An effectuation perspective. *Journal of World Business*. 2021. Volume 56. Issue 3. URL: <https://www.sciencedirect.com/science/article/pii/S1090951620300936>
- Tran L. T. T. Managing the effectiveness of e-commerce platforms in a pandemic. *Journal of Retailing and Consumer Services*. 2021. Volume 58. URL: <https://www.sciencedirect.com/science/article/abs/pii/S0969698920312959>
- Weill P., Woerner S. L. What's your digital business model? : six questions to help you build the next-generation enterprise. Boston, Massachusetts : Harvard Business Review Press, 2018. 239 p. URL: https://ebgroup.ir/Download/Book/Peter%20Weill_%20Stephanie%20Woerner%20-%20What%20E%2080%99s%20Your%20Digital%20Business%20Model__%20Six%20Questions%20to%20Help%20You%20Build%20the%20Next-Generation%20Enterprise-Harvard%20Business%20Review%20Press%20%282018%29.pdf
- Wirtz B. W. Digital Business Models. Concepts, Models, and the Alphabet Case Study. Cham: Springer Nature Switzerland AG, 2019. 247 p. URL: <https://s3-sa-east-1.amazonaws.com/asdisal/wp-content/uploads/2020/04/30060752/Digital-Business-Models-2019-Asdisal.pdf>

Course software

- Microsoft Office;
- Canva;
- Figma;
- Adobe Photoshop;
- Adobe Illustrator;
- Trello;
- Wix.com.

Course study and assessment policy

- **Deadline and retake policy:** assignments that are submitted after deadline without good reason are evaluated for a lower grade (75% of the possible maximum number of points for the type of activity). The retake of modules occurs with the permission of the lead teacher if there are good reasons (for example, sick leave).
- **Academic integrity policy:** students must consciously abide by the “Regulation on academic integrity” (http://puet.edu.ua/sites/default/files/polozhennya_pro_akademichnu_dobrochesnist_2020.pdf); cheating during current modular work and test is prohibited (including using mobile devices). Mobile devices are allowed to be used only for online tests and preparation of practical tasks during the lesson.

- **Class attendance policy:** class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship), training can take place online (Moodle) in agreement with the lead teacher.
- **Policy of enrollment in non-formal education:** <http://puet.edu.ua/uk/neformalna-osvita>;
- **Regulations on crediting the results of non-formal education:**
http://puet.edu.ua/sites/default/files/polozhennya_pro_zarahuvannya_rezultativ_neformalnoyi_osvity.pdf

Assessment

The final grade for the course is calculated through the continuous assessment

Types of activities	Maximum points
Module 1 (topics 1-5): attending classes (10 points), presenting homework (6 points); discussing lesson material (6 points); participating in learning activities (6 points); self-study tasks (6 points); tests (6 points); module test (10 points)	50
Module 2 (topics 6-10): attending classes (10 points), presenting homework (6 points); discussing lesson material (6 points); participating in learning activities (6 points); self-study tasks (6 points); tests (6 points); module test (10 points)	50
Total	100

Students' assessment scale based on the results of studying the course

The number of points for all types of educational activities	ECTS grading scale	Score in accordance with national grading scale
90-100	A	Excellent
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Satisfactory enough
35-59	FX	Unsatisfactory with possibility to retake the credit test
0-34	F	Unsatisfactory with compulsory retake of the course