

Educational Institution  
“Belarus State Economic University”

APPROVED BY

Rector of Educational Institution

“Belarus State Economic University”

A.Egorov

19 12 2024 year.

Registration number № 6471-24

**E-COMMERCE**

The curriculum of the Educational Institution  
in the academic discipline for the major  
7-06-0412-04 "Marketing"

The curriculum is based on the educational standard for advanced higher education ESHE 7-06-0412-04-2023, and the curriculum for the major 7-06-0412-04 “Marketing”

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**RECOMMENDED FOR APPROVAL:**

Department of Marketing of the Educational Institution "Belarusian State Economic University"

(protocol No. 4 dated 11 . 11 .2024);

Methodological commission for the specialties “Marketing”, “Logistics”, “Advertising activities” of the educational institution “Belarusian State Economic university”

(protocol No. 2 dated 29 . 11 .2024);

Scientific and methodological council of the educational institution "Belarusian State Economic University"

(protocol No. 2 dated 18 . 12 .2024).

## EXPLANATORY NOTE

The curriculum in the discipline “E-Commerce” is aimed at in-depth training of undergraduates in e-commerce technologies, as well as the development and use of skills in applying these technologies in the practical activities of organizations. The importance and relevance of the discipline is explained by the fact that advanced technologies provide new sources and methods of delivering and exchanging information, as well as new ways of using it, while continuing to change the nature of transactions and other transactions in business. Participation in e-commerce allows businesses to achieve competitive advantages and generate additional profits.

**The purpose** of teaching the academic discipline “E-Commerce” is to equip master students with knowledge, tools and skills for analyzing and implementing successful management decisions in electronic commerce.

Achieving this goal involves solving the **following tasks**:

- application of modern systems for processing economic information;
- automation of solving economic problems;
- introduction of methods and means of marketing in e-commerce;
- organization and management of electronic commerce of an enterprise based on the use of methods for collecting, storing, processing and analyzing information.

On completion of this course, Master’s Degree students should have the following competencies:

**universal:**

solve research and innovation tasks based on the use of information and communication technologies;

**specialized:**

apply e-business in enterprise resource management, use modern e-commerce technologies, analyze and evaluate the effectiveness of virtual channels of interaction with customers;

On completion of this course, Master’s Degree students should *know*:

- basic concepts, essence and economic content of e-commerce;
- basic business models used in e-commerce;
- web analytics methods used in e-commerce.

*be able to*:

- apply web analytics methods to e-commerce strategy development;
- develop strategies for the development of e-commerce organizations.

*have a skill in*:

- using tools and methods for analyzing the activities of web portals as an ICT basis for e-commerce;
- applying of tools and methods for developing an e-commerce business model.

As part of the educational process in this academic discipline, a master's student must acquire not only theoretical and practical knowledge and skills in his

specialty, but also develop his value-personal, spiritual potential, develop the qualities of a patriot and citizen, ready for active participation in economic, industrial, socio-cultural and public life of the country.

The academic discipline “E-Commerce” belongs to the module “Information Technology in International Marketing” of the higher education component.

The discipline “E-Commerce” is studied on the basis of the disciplines “Information Technology”, “Internet Marketing”, “Marketing in Electronic Business”.

Form of higher education: full-time.

In accordance with the curriculum of major 7-06-0412-04 “Marketing”, the discipline is allocated to:

Full-time education:

total number of teaching hours – 198, in-class hours - 64, of which lectures - 30 hours, tutorials - 34 hours.

Distribution of classroom time by courses and semesters:

1st semester – lectures - 30 hours, tutorials - 34 hours;

Independent work of master students – 134 hours;

Credits – 6 units.

The form of intermediate certification is an exam in the 1<sup>st</sup> semester.

## CONTENT OF TRAINING MATERIAL

### **Topic 1. Essence and definition of e-commerce**

The essence and definition of e-commerce as a business process. The essence and definition of e-commerce as a field of e-business. The essence and definition of e-commerce as a national economy sector. The difference between traditional forms of commerce and e-commerce. Types of e-commerce models.

### **Topic 2. E-commerce sector of e-business**

The structure and dynamics of e-commerce sector of national economy. The development factors of e-commerce sector of national economy. Measurement of e-commerce sector of national economy.

### **Topic 3. E-commerce market**

Approaches to e-commerce market definition. The main tendency of e-commerce market development.

### **Topic 4. Government regulation of e-commerce sector**

The environment of electronic commerce: legal, ethical, and tax issues. The international governing aspects of e-commerce. The Government issues regarding borders, jurisdiction, and website content and how these factors affect a company's ability to conduct electronic commerce. The laws that govern e-commerce activities and the ethical issues that arise when companies conduct e-commerce transactions.

### **Topic 5. E-commerce strategy of retail organization**

Digital transformation of business-processes of retail organization. Digital transformation of Infrastructure of retail organization. Online growth steps, plans and strategies.

### **Topic 6. Marketing strategies of e-commerce organization**

Strategic Market Analysis. Market Segmentation. Online Target Marketing. E-Marketing Strategic Issues. E-Marketing Tactic. The Value Bubble Model. Website Strategies. Website Design Essentials. Online Promotion Campaigns.

### **Topic 7. Infrastructure and business processes models of e-commerce organization**

Technology infrastructure: the internet and the world wide web. criteria for evaluating infrastructure for e-commerce.

### **Topic 8. E-payment system and e-payment processes of e-commerce organization**

Credit Card. Debit Card. Smart Card. E-Money. Electronic Fund Transfer (EFT). Credit Card Payment Process. Electronic data interchange. E-payment system security.

### **Topic 9. Basic e-commerce models**

Infrastructure and business processes models: definition and essence. Features of e-business models. Brick-And-Mortar. E-Commerce. Bricks-And-Clicks. Blockchain. SAAS, IAAS, PAAS. High Touch. Low Touch Business Model. Cash machine business model. Direct-to-consumers business model. Vertically integrated supply chain business model. Agency-Based. Network Marketing

Core value models: definition and essence. Manufacturer. Distributor. Distribution based business model. Retailer. Data Licencing and Data Selling. Data licensing business model. Consulting business model. Online educational business model. Aggregator. Advertisement. Drop shipping.

Transaction direction models: definition and essence. Types of counterparties. Types of peer to peer models. Features of consumer to consumer models. Features of business to business models. Features of peer to peer models. Features of machine to machine models.

E-commerce models: analyzing and creating instruments: definition and essence. Osterwalder business canvas. Porter's model. Juran model

### **Topic 10. Basic revenue models of e-commerce organization**

Revenue models: definition and essence. Pricing Models. Premium pricing. Penetration pricing. Economy pricing. Price skimming. Psychological pricing. Product line pricing. Optional product-pricing. Captive product pricing. Product-bundle pricing. Geographical pricing. Razor and blade business model. Reverse Razor and Blade business model. Nickel-And-Dime. Affiliate marketing business model.

### **Topic 11. E-metrics of e-commerce organization**

General business metrics. Web-site metrics. Tools for tracking business metrics. Returning Visitor Metric Definition. .Revenue per traffic source. Click-Through Rate (CTR). Subscription Rate (SR). Email Open Rate (EOR). Email Click-Through Rate (ECTR). Unsubscribe Rate (UR). List Growth Rate (LGR). Time on Site. Pageviews per Visit (TOS and PPV). Revenue Per Visitor (RPV). Retention Rate (RR). Early Repeat Rate (ERR). Repeat Customer Rate (RCR). Net Promoter Score (NPS). Average Referral Rate (ARR). Program Participation Rate and Share Rate (PPR and SR). Referral Conversion Rate (RFCR). Tools for tracking business metrics. Gathering information for e-business analysis. Specific tools for e-business analysis.

# ANAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE

## "E-commerce"

Major 7-06-0412-04 "Marketing"

(full-time receiving advanced higher education)

ection number, topics	Title of section, topic	Number of in-class hours						Literature	Form of knowledge control
		Lectures	Tutorials	Seminars	Laboratory classes	Number of hours of supervised independent work			
						L	T/S		
1	2	3	4	5	6	7	8	9	10
1 semester									
Тема 1	Essence and definition of e-commerce	2						[1-30]	
	Essence and definition of e-commerce		2					[1-30]	Survey, discussion
Тема 2	E-commerce sector of e-business	2						[1-30]	
	E-commerce sector of e-business		2					[1-30]	Survey, presentation
Тема 3	E-commerce market	2						[1-30]	
	E-commerce market		4					[1-30]	Knowledge control 1, solving practical cases
Тема 4	Government regulation of e-commerce sector	4						[1-30]	
	Government regulation of e-commerce sector		4					[1-30]	Solving practical cases
Тема 5	E-commerce strategy of retail organization	4						[1-30]	
	E-commerce strategy of retail organization		4					[1-30]	Survey, discussion
Тема 6	Marketing strategies of e-commerce organization	4						[1-30]	

	Marketing strategies of e-commerce organization		4					[1-30]	Solving practical cases, survey
Тема 7	Infrastructure and business processes models of e-commerce organization	4						[1-30]	
	Infrastructure and business processes models of e-commerce organization		4					[1-30]	Knowledge control 2, solving practical cases
Тема 8	E-payment system and e-payment processes of e-commerce organization	2						[1-30]	
	E-payment system and e-payment processes of e-commerce organization		2					[1-30]	Solving practical cases
Тема 9	Basic e-commerce models	2						[1-30]	
	Basic e-commerce models		2					[1-30]	Survey, presentation
Тема 10	Basic revenue models of e-commerce organization	2						[1-30]	
	Basic revenue models of e-commerce organization		2					[1-30]	Discussion
Тема 11	E-metrics of e-commerce organization	2						[1-30]	
	E-metrics of e-commerce organization		4					[1-30]	Knowledge control 3, test
	<b>Total 1 semester</b>	<b>30</b>	<b>34</b>						<b>Exam</b>
	<b>Total hours</b>	<b>30</b>	<b>34</b>						



## INFORMATIONAL AND METHODOLOGICAL PART

### Literature

#### Basic:

1. Dictionary <https://dictionary.cambridge.org/dictionary/english/e-business>
2. Raid Al- Dabagh E Business: Concepts and Context With Illustrative Examples of e-business and e-commerce in Education / [https://www.researchgate.net/publication/337925919\\_E\\_Business\\_Concepts\\_and\\_Context\\_With\\_Illustrative\\_Examples\\_of\\_e-business\\_and\\_e-commerce\\_in\\_Education#fullTextFileContent](https://www.researchgate.net/publication/337925919_E_Business_Concepts_and_Context_With_Illustrative_Examples_of_e-business_and_e-commerce_in_Education#fullTextFileContent)
3. Chiou-Pirng, Kwaichow Chan / Analyzing the Taxonomy of Internet Business Models Using Graphs // <https://firstmonday.org/ojs/index.php/fm/article/view/1058/978>
4. Revenue model / [https://en.wikipedia.org/wiki/Revenue\\_model](https://en.wikipedia.org/wiki/Revenue_model)
5. Revenue Model Types in Software Business: Examples and Model Choice / <https://www.altexsoft.com/blog/revenue-model-types/>
6. Price Skimming / <https://www.investopedia.com/terms/p/priceskimming.asp>
7. Models of pricing / [https://en.wikipedia.org/wiki/Pricing\\_strategies](https://en.wikipedia.org/wiki/Pricing_strategies)
8. Brick-and-Mortar / <https://www.investopedia.com/terms/b/brickandmortar.asp>
9. Blockchain / <https://www.investopedia.com/terms/b/blockchain.asp>
10. What is blockchain technology? / <https://www.ibm.com/topics/what-is-blockchain>
11. Commerce: The kind of English used in the world of business and the professions, and for purposes of administration and information. - B.m., B.g. - 68 p.

#### Additional:

12. SaaS vs PaaS vs IaaS: What's The Difference & How To Choose / <https://www.bmc.com/blogs/saas-vs-paas-vs-iaas-whats-the-difference-and-how-to-choose/>
13. IaaS vs PaaS vs SaaS Enter the Ecommerce Vernacular: What You Need to Know, Examples & More / <https://www.bigcommerce.com/blog/saas-vs-paas-vs-iaas/>
14. What Is A Business Model? 30 Types Of Business Models / <https://www.feedough.com/what-is-a-business-model/>
15. Business Model Canvas / [https://en.wikipedia.org/wiki/Business\\_Model\\_Canvas](https://en.wikipedia.org/wiki/Business_Model_Canvas)
16. Business model canvas / <https://www.businessmodelsinc.com/about-bmi/tools/business-model-canvas/>

17. Types of business model case studies / <https://www.garyfox.co/>
18. First Visit Metric / <https://www.klipfolio.com/resources/kpi-examples/digital-marketing/first-visit-metric>
19. Returning Visitor Metric / <https://www.klipfolio.com/>
20. Avinash Kaushik Web Analytics An Hour a Day / [https://www.academia.edu/29963972/Web\\_Analytics\\_An\\_Hour\\_A\\_Day](https://www.academia.edu/29963972/Web_Analytics_An_Hour_A_Day)
21. 7 Most Important Ecommerce Business Metrics Every Online Store Owner Needs to Track / <https://dinarys.com/blog/7-most-important-ecommerce-business-metrics>
22. Step-by-Step Replatforming Help from a Migration Expert / <https://www.bigcommerce.com/blog/ecommerce-metrics/>
23. The 10 Most Important Ecommerce Metrics to Track / <https://thegood.com/insights/ecommerce-metrics/>
24. 21 Essential Ecommerce Metrics & KPIs to Track and Measure for Success / <https://www.bolt.com/resources/ecommerce-metrics/>
25. Web Analytics Analysis: How to Find Business Growth Opportunities / <https://cxl.com/blog/web-analytics-analysis/>
26. Web Analytics – Introduction / [https://www.tutorialspoint.com/web\\_analytics/web\\_analytics\\_introduction.htm](https://www.tutorialspoint.com/web_analytics/web_analytics_introduction.htm)
27. How to analyze website logs / <https://serpstat.com/blog/how-to-analyze-website-logs/>
28. Best Practices for Google Analytics in Digital Libraries / <file:///C:/Users/%D0%AF/Downloads/Best%20Practices%20for%20Google%20Analytics%20in%20Digital%20Libraries.pdf>
29. Brent Dykes Web analytics kick start guide / <https://www.goodreads.com/book/show/33973237-web-analytics-kick-start-guide>
30. Голик, В. С. Lebanese e-Commerce and Internet Marketing / В. С. Голик, И. Ханан // Менеджмент и маркетинг: опыт и проблемы : сборник научных трудов . - Минск : А.Н. Вараксин, 2018. - С. 39-43.

### **List of questions for the exam**

1. The essence and definition of e-commerce as a business process.
2. The essence and definition of e-commerce as a field of e-business.
3. The essence and definition of e-commerce as a national economy sector.
4. The difference between traditional forms of commerce and e-commerce.
5. Types of e-commerce models
6. The structure and dynamics of e-commerce sector of national economy.
7. The development factors of e-commerce sector of national economy.
8. Measurement of e-commerce sector of national economy.
9. Approaches to e-commerce market definition.
10. The main tendency of e-commerce market development.
11. The environment of electronic commerce: legal, ethical, and tax issues.
12. The international governing aspects of e-commerce.
13. The Government issues regarding borders, jurisdiction, and website content and how these factors affect a company's ability to conduct electronic commerce.
14. The laws that govern e-commerce activities and the ethical issues that arise when companies conduct e-commerce transactions.
15. Digital transformation of business-processes of retail organization.
16. Digital transformation of Infrastructure of retail organization.
17. Online growth steps, plans and strategies.
18. Strategic Market Analysis. Market Segmentation.
19. Online Target Marketing.
20. E-Marketing Strategic Issues.
21. E-Marketing Tactic.
22. The Value Bubble Model. Website Strategies.
23. Website Design Essentials. Online Promotion Campaigns.
24. Technology infrastructure: the internet and the world wide web.
25. Criteria for evaluating infrastructure for e-commerce.
26. Credit Card.
27. Debit Card.
28. Smart Card.
29. E-Money.
30. Electronic Fund Transfer (EFT).
31. Credit Card Payment Process.
32. Electronic data interchange.
33. E-payment system security.
34. Basic e-commerce models
35. Basic revenue models of e-commerce organization
36. E-metrics of e-commerce organization

## **Organization of independent work of master's degree students**

To obtain competencies in an academic discipline, an important stage is the independent work of master's degree students. 134 hours are allocated for independent work of full-time education master's degree students.

The content of master's degree students' independent work includes all topics of the academic discipline from the section "Content of educational material"

When studying an academic discipline, the following forms of independent work are used:

- independent work in the form of solving individual problems in the classroom during practical classes under the supervision of a teacher in accordance with the training schedule;
- in-depth study of sections, topics, individual issues, concepts;
- performing standard calculations, individual projects;
- preparation for practical classes, including preparation of messages, thematic reports, information and demonstration materials, presentations, etc.;
- work with educational, reference, analytical and other literature and materials;
- compiling a review of scientific (scientific and technical) literature on a given topic;
- performing information searches and compiling a thematic selection of literary sources and Internet sources;
- analytical text processing (annotating, summarizing, reviewing, summarizing);
- preparation for passing the exam.

### **Quality control of knowledge acquisition**

Diagnosis of the quality of knowledge acquisition is carried out within the framework of ongoing monitoring and intermediate certification.

Current control activities are carried out throughout the semester and include the following forms of control:

- test;
- knowledge control;
- survey;
- presentations;
- discussions;
- solving practical cases.

Current certification in the academic discipline is carried out at least three times a semester. The result of ongoing monitoring for the semester is assessed by a mark on a ten-point scale and is derived based on the marks given during the ongoing monitoring activities during the semester.

Requirements for master's degree students when passing intermediate certification.

Master's degree students are admitted to intermediate certification in an academic discipline, subject to successful completion of the current certification (implementation of ongoing control measures) in the academic discipline provided for in the current semester by this curriculum.

Interim certification is carried out in the form of an exam.

### **Methodology for forming a grade in an academic discipline**

In accordance with the Regulations on the rating system for assessing the knowledge, skills and abilities of BSEU Master's degree students.

**THE PROTOCOL OF COORDINATION OF THE CURRICULUM FOR THE  
STUDIED ACADEMIC DISCIPLINE WITH OTHER DISCIPLINES OF THE  
MAJOR**

The name of the school disciplines with which approval required	Title of the department	suggestions about changes in curriculum content institutions of higher academic education	The decision taken by the department that developed the curriculum (with the date and protocol number)
Intelligent data analysis in Marketing	Department of Marketing	No suggestions	Protocol № ____ from ____, 2024