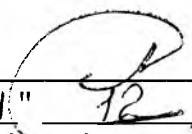


Education institution
«Belarus State Economic University»

APPROVED

Rector of the Educational Institution
«Belarus State Economic University»


A.V. Yegorov
"24" 12 2025
Registration № 6850-25 - /akademic

BUSINESS PROCESSES OF E-COMMERCE

The curriculum of the educational institution
in the academic discipline for the specialty
7-06-0413-01 «Commerce»

The curriculum is based on the In-depth Higher Education Standard OCBO 7-06-0413-01-2023, model curriculum for the specialty 7-06-0413-01 «Commerce»

COMPILED BY:

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RECOMMENDED FOR APPROVAL:

Department of Commercial Activity and Real Estate Market of the educational institution "Belarus State Economic University "

(Protocol No. 2 dated 11.09.2025);

Methodological Commission on the specialties "Commercial Activity", "Commerce", "Economics and Management in the real estate market", "Economics" with the specialization "Economic and antimonopoly regulation" of the educational institution "Belarus State Economic University" (Protocol no. 1 of 29.09.2025);

Scientific and Methodological Council of the educational institution "Belarus State Economic University"

(Protocol no. 3 of 23.12.2025).

EXPLANATORY NOTE

The curriculum for the academic discipline "Business Processes of E-commerce" is aimed at training specialists with skills that allow manufacturers (sellers) of goods (services) to interact with their consumers at a higher level, to reasonably identify the target segment and tools for working on it based on information and digital technologies.

Being the fastest growing component of the digitalization of economic relations, E-commerce provides functionality and new ways of doing business that cannot be ignored in the context of the digitalization of the economy. Today, the introduction of E-commerce technologies and tools is a means of solving the problem of creating an information and technological base for the development of the country's markets.

The purpose of teaching the academic discipline "Business Processes of E-commerce" is to form students' professional knowledge and competencies in the field of electronic commerce, allowing them to find informed solutions for the implementation of modern business processes in commercial activities.

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

- ensure theoretical training on issues related to business processes of E-commerce;
- to study the systems and forms of E-commerce and the trends of their development in domestic and foreign practice;
- form knowledge about achievements in the field of creating unified technological approaches to the sale and purchase of goods (services);
- form an idea of the regulation of business processes of E-commerce;
- instill students in practical skills and skills in organizing and conducting commercial operations based on the use of information and communication technologies;
- to form knowledge about the safety of e-commerce, approaches to its provision.

As a result of the study of the discipline "Business Processes of E-commerce", the following **specialized competence** is formed:

- introduce the concept of E-commerce and its tools in the business processes of the organization.

As a result of studying the academic discipline "Business Processes of E-commerce" the student must

to know:

- legislative and regulatory documents in the field of E-commerce;
- systems and forms of e-commerce;
- essence, types, advantages of the implementation of E-commerce;
- characteristics of the main systems and forms of E-commerce; the principles of their functioning;
- methods for creating forms of electronic trade;
- approaches to regulating business processes of E-commerce;
- the main tools for ensuring the safety of activity in the information and communication environment;

to be able to:

- substantiate the need and feasibility of using the instruments of electronic commerce by subjects of economic activity;
- conduct a comparative analysis of the forms of E-commerce, draw up reports and write explanatory notes;
- introduce an instrumentation of E-commerce into the business processes of the organization;
- use electronic payment systems in economic activity;
- use approaches to ensuring the security of business processes of E-commerce;

to have the skill:

- solutions to applied problems based on the use of instrumentation of E-commerce;
- organization and application of various forms of E-commerce in the activities of business entities;
- assessment of the possibility of using payment systems for commercial transactions;
- Development of the security policy of business processes of E-commerce.

In the framework of the educational process in this academic discipline, the student should acquire not only theoretical and practical knowledge, skills in the specialty, but also develop his value-and-order, spiritual potential, form the qualities of a patriot and a citizen who is ready for active participation in the economic, production, socio-cultural and public life of the country.

The discipline “Business Processes of E-commerce” refers to the “Digital Transformation of the Business” module component of the Education Institution.

The content of the academic discipline “Business processes of E-commerce” is based on students of the academic disciplines “Models and Business Development Strategies”, “Commerce in the Digital Economy”. The discipline “Business processes of E-commerce” is necessary for the study of the academic disciplines “Trade services of electronic commerce”, “Logistics in E-commerce”.

Form of education: daytime.

In accordance with the university curriculum, the study of the academic discipline is given:

- for the daily form of obtaining an in -depth education: the total number of training hours is 120, auditorial - 40 hours, of which lectures are 20 hours, practical classes - 12 hours, laboratory classes - 8 hours.

Distribution of auditorial time in courses and semesters:

1 semester - lectures - 20 hours, practical classes - 12 hours, laboratory classes - 8 hours.

Student independent work - 80 hours.

Labor intensity - 3 s.e.

The form of intermediate certification is an exam.

THE CONTENT OF THE EDUCATIONAL MATERIAL

Topic 1. Electronic commerce as a sphere of digital economy

The concept and essence of e-commerce. Subjects and objects of e-commerce. Advantages of e-commerce. Types of e-commerce. Models of e-commerce. Electronic trade and its place in e-commerce. Factors that determine the development of e-commerce.

The levels of integration of e-commerce into the organization.

Business models of e-commerce. The concept of the life cycle of an e-commerce model. Economic and social restrictions on e-commerce. Technical restrictions on e-commerce.

Topic 2. Organization of business processes of e-commerce

Address on the Internet. Internal rules of networks included on the Internet. The domain name and the domain zone. Territorial and international domains of the top level.

Regulation of the choice of a domain name. Registration of the domain name. Regulations for registration of domain names in the Republic of Belarus.

Technical coordination of the Internet. The basic principles of the distribution of targeted space. The activities of international organizations to regulate the address space.

Appeal of electronic documents and electronic digital signature (EDS). The structure and forms of the submission of electronic documents. The legal force of the electronic document. Basic requirements for an electronic document. Purpose and application of EDS.

Topic 3. Commercial sites and mobile applications in e-commerce

The needs of the organization for the website. Types of sites. Corporate site. Types of corporate sites for their purpose. Corporate Vizita Site. Corporate portal. The main ways to build corporate sites and portals: CMS systems, platforms for building corporate portals, ERP systems.

The main functions of the site. Content of the commercial site and its types. Commercial sections of corporate sites and indicators of their assessment.

The concept of a mobile application. Mobile operating systems. Classification of mobile applications on the functions performed, by belonging to developers. The functionality and tasks of the mobile application. Criteria for comparing various types of mobile applications. Mobile applications implementation tools: Google Play, App Store, Windows Store.

Topic 4. Forms of interaction in e-commerce

Types of subjects of e-commerce. Advantages of involving entities in e-commerce. Interaction systems in e-commerce, classification and basic characteristics.

Online store as a form of e-commerce: concepts, features of functioning. Classification of online stores. Development of online stores in the Republic of Belarus.

Electronic auction. The main elements of the electronic auction. Classification of electronic auctions. Foreign and domestic experience in the development of electronic auctions.

Electronic trading platform, its essence and functions. General requirements for trading platforms. Types of electronic trading floors. Models of the organization of trading platforms.

Digital platforms as multilateral electronic markets: the essence and criteria of the discharge. Types of digital platforms and their characteristic. Factors that cause the attractiveness of digital platforms for doing business.

Electronic trading platform, its essence and functions. General requirements for trading platforms. Types of electronic trading floors. Models of the organization of trading platforms.

Digital platforms and marketplaces: concept and differences.

Topic 5. Organization of payments in e-commerce

The concepts of a payment system, payment aggregator, payment services, processing. Types of payment systems in e-commerce. International and national payment systems. Significant payment systems. Payment means: traditional, electronic.

The order of organization and functioning of the payment system. Requirements for the content of the rules of the payment system. Participants in the payment system. Factors determining the choice of payment system. Types of payment systems.

Using card payment systems. Using electronic payment systems. Electronic money: concept, requirements for emission and distribution. Characterization of individual payment systems.

Topic 6. Security of business processes of e-commerce

The concept of safety of business processes of e-commerce. Components of the safety of e-commerce. Safety tasks. Objects of protection in e-commerce. Information security. Principles of security. Types of threats in e-commerce. Losses of e-commerce entities.

Directions of protection: legal, organizational, software and technical. Requirements for the protection system. Building a security system. Criteria for assessing the effectiveness of protection systems.

Risks in e-commerce. Viruses and malicious programs. Hacker attacks. Electronic commerce fraud.

EDUCATIONAL AND METHODICAL TABLE OF THE ACADEMIC DISCIPLINE
 "BUSINESS PROCESSES OF E-COMMERCE"
 FULL-TIME FORM OF HIGHER EDUCATION

Section number, topics	Title of the section, topic	Number of classroom hours							References	Forms of knowledge control
		lectures	Practical classes	seminar classes	laboratory classes	Количество часов управляемой самостоятельной работы				
						lectures	Practical classes	seminar classes		
1	2	3	4	5	6	7	8	9	10	11
1 semester										
Topic 1	Electronic commerce as a sphere of digital economy	4							[1], [2], [6], [8], [14]	Discussion, express survey
Topic 1	Electronic commerce as a sphere of digital economy		2						[1], [2], [6], [8], [14]	Express survey, report
Topic 2	Organization of business processes of e-commerce	4							[3], [4], [5], [7], [10], [13]	Discussion
Topic 2	Organization of business processes of e-commerce		2						[3], [4], [5], [7], [10], [13]	Express survey, report
Topic 2	Organization of business processes of e-commerce				2				[3], [4], [5], [9], [11], [12], [20]	Report on completion of laboratory work
Topic 3	Commercial sites and mobile applications in e-commerce	4							[4], [5], [7], [9], [13], [20]	Express survey

1	2	3	4	5	6	7	8	9	10	11
Topic 3	Commercial sites and mobile applications in e-commerce		2						[4], [5], [7], [9], [13], [20]	Survey
Topic 3	Commercial sites and mobile applications in e-commerce				4				[4], [5], [7], [9], [13], [15]	Report on completion of laboratory work
Topic 4	Forms of interaction in e-commerce	4							[2], [4], [9], [12], [14-19]	Дискуссия
Topic 4	Forms of interaction in e-commerce		2						[2], [4], [9], [12], [14-19]	Survey, report
Topic 4	Forms of interaction in e-commerce				2				[2], [4], [9], [12], [14-19]	Report on completion of laboratory work
Topic 5	Organization of payments in e-commerce	2							[7], [10], [12]	Discussion
Topic 5	Organization of payments in e-commerce		2						[7], [10], [12]	Express survey, report
Topic 6	Security of business processes of e-commerce	2							[5], [8], [10], [13]	Discussion
Topic 6	Security of business processes of e-commerce		2						[5], [8], [10], [13]	Survey
	Total of 1st semester	20	12		8					Exam
	Total hours	20	12		8					

INFORMATIONAL AND METHODOLOGICAL SUPPORT

References**Basic:**

1. Gavrilov, L.P. Information technologies in commerce: a textbook for university students / L.P. Gavrilov. - 2nd ed., Refined. and add. - Moscow: Infra-M, 2022. - 367 p. – (in Russian).
2. Golovenchik, G. G. Digital Economics: a study guide for students of higher education institutions in the specialties "World Economy", "Business Administration", "Economics of Electronic Business" / G. G. Golvenchik. - Minsk: Vysheyth School, 2022. - 311 p. . – (in Russian).
3. Electronic commerce: textbook / L. A. Bragin, G. G. Ivanov, A. F. Nikishin, T.V. Pankin. - Moscow: Forum: Infra-M, 2022. -192 p. – (in Russian).

Additional:

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5. Klimchenya, L.S. Electronic commerce: a textbook / L.S. Klimchenya. - Minsk: Vysheyth School, 2004. - 191 p.
6. Commerce in the digital economy: a manual for the implementation of the content of educational programs of in-depth higher education / Belcoopsoyuz, an institution of education "Belarusian Trade and Economic University of Consumer Cooperation" [Authors-compilers: O. G. Bondarenko, S.P. Gurskaya]. - Text: electronic. - URL: <http://lib.i-bteu.by/handle/22092014/6072> (date of request: 11.09.2025).
7. Lapidus, L. V. Digital Economics: Electronic Business Management and Electronic Commerce: Textbook / L.V. Lapidus. - Text: electronic. - URL: <https://znanium.ru/catalog/product/2001678> (date of request: 11.09.2025).
8. Mishin, V.V. Technologies of the Internet commerce: a textbook / V.V. Mishin, K.V. Martirosyan; North Caucasus Federal University. - Stavropol: North Caucasus Federal University (SKFU), 2015. - 102 p.
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10. Scovich, A. G. Digital economy. Electronic business and e-commerce: a textbook / A. G. Skovikov. - St. Petersburg. : Lan, 2019. - 258 p.
11. Tverdokhlebova, M. D. Internet marketing: a textbook for the direction of the undergraduate "Management" / M. D. Tverdokhlebova; Russian econ. University named after G.V. Plekhanova. - M.: Knorus, 2020. - 190 p.
12. Tverdokhlebova, M. D. Internet marketing and e-commerce: Textbook / M. D. Tverdokhlebova. - Text: electronic. - URL: <https://book.ru/book/952984> (date

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13. Electronic commerce: Textbook / S. N. Bukhantseva, I. Yu. Vladyko, I. R. Lyapina [et al.]; Under the general. Ed. E.V. Siberian. - Text: electronic. - URL: <https://book.ru/book/953663> (date of request: 11.09.2025).

14. China in the Internet Age / Edited by Lu Benfu & Hao Yeli. - Beijing: Foreign Languages Press, 2019. - IV, 422 p.

15. International Economic Relations in Modern Conditions: Development Guidelines: Monograph / T. A. Ason, N. M. Glushkova, O. A. Gorbunova [et al.]. - Riga: Scientific World, 2021. - 219 p. - Text: electronic. - URL: <https://book.ru/book/941729> (date of request: 11.09.2025).

16. Mironova, V. N. Economy of China: Textbook / V.N. Mironova, L. G. Chuvakhina, P. I. Chuvakhin. - Moscow: Knorus, 2024. - 153 p. - Text: electronic. - URL: <https://book.ru/book/950349> (date of request: 11.09.2025).

Electronic resources:

17. 李中华. 中国电视购物到直播带货的发展现状与思考 / 李中华, 张硕雷 // Management and marketing: experience and problems: a collection of scientific papers / Belarusian State Economic University, Irkutsk National Research Technical University, a new higher educational institution; [Under the general version of V. S. Golik]. -Minsk: A. N. Varaxin, 2022.-S. 257-261. - URL: <http://edoc.bseu.by:8080/HANDLE/EDOC/95204> (date of request: 11.09.2025).

18. Research on the Talent Training Model of Cross Border E-Commerce Between China and Russia Under the Background of Big Data / H. Qin, GE. Cao, L. Song [et al.] // Information technologies of the XXI century: a collection of scientific papers. -Khabarovsk: Pacific State University, 2024.-P. 124-130. - URL: <https://www.elibrary.ru/item.asp?id=67339386> (date of request: 11.09.2025).

Regulatory legal acts:

19. On state regulation of trade and catering in the Republic of Belarus: the Law of the Republic of Belarus dated January 8, 2014 No. 128-Z: Ed. from 07.03.2024 // ILEX: Inform. Legal system (date of request: 11.09.2025).

20. On the electronic document and electronic digital signature: the Law of the Republic of Belarus dated December 28, 2009 No. 113-Z: Ed. dated 10/14/2022 // ILEX: Inform. Legal system (date of request: 11.09.2025).

List of questions for preparation for the exam

1. The essence of e-commerce. Subjects and objects. Goals and opportunities for the organization.
2. Contents and components of electronic business. Stages of development.
3. Types and categories of electronic business.
4. Levels of integration of electronic business into the organization's activities.
5. Models of e-commerce and business models of e-commerce.
6. The concept of the life cycle of e-commerce.
7. Types of sites. Corporate site. Types of corporate sites for their purpose.
8. The main ways to build corporate sites and portals.
9. Corporate portal: concept, types, characteristics.
10. The functions and content of the corporate site.
11. The concept and types of mobile applications.
12. The functionality and tasks of the mobile application. Monetization in the distribution of mobile applications.
13. The main stages of the development of mobile applications.
14. The concept and types of systems of e-commerce.
15. Electronic commerce systems "Business business" and "Business-state": concept, characteristics, forms.
16. Electronic commerce systems "Business consumer" and "Consumer-state": concept, characteristics, forms.
17. Online store: concept, functionality, advantages.
18. Types of online stores and their characteristic.
19. Electronic trading platform, its essence and functions.
20. Types of electronic platforms.
21. Models of organizing electronic trading floors, their characteristic
22. Electronic Exchange: concept, species. Exchange goods and its properties.
23. Digital platforms: concept, criteria, advantages and principles of work
24. Types of digital platforms and their characteristic.
25. Electronic auction. Features of auction trade. Types of electronic auctions.
26. Choosing and registering a domain name in the national domain zone of Belarus.
27. Appeal of electronic documents and electronic digital signature. The structure and forms of the submission of electronic documents.
28. Purpose and use of electronic digital signature. Basic requirements for an electronic document.
29. Types of payment systems in e-commerce. Significant payment systems.
30. The procedure for organizing and the functioning of the payment system.
31. Using card payment systems.
32. Using electronic payment systems.
33. Electronic money: concept, requirements for emission and distribution.
34. Electronic payment systems operating in the Republic of Belarus: types and main characteristics.
35. International electronic payment systems.

36. Payment services: types, suppliers.
37. State regulation in the field of payment systems and payment services in the Republic of Belarus.
38. The safety of business processes of e-commerce: concept, constituent, principles of support.
39. Types of threats in e-commerce. Losses of e-commerce entities.
40. Cyberskvothting: concept, species, opportunities.
41. Information security.
42. Directions for ensuring the safety of e-commerce.
43. Risks in e-commerce and their warning.
44. Fraud and hacking in information networks.

List of laboratory classes

1. Organization of business processes of e-commerce
2. Commercial sites and mobile applications in e-commerce.
3. Forms of interaction in e-commerce.

A list of computer programs, visual and other manuals, methodological instructions and materials, technical training tools, equipment for laboratory work

1. Personal computer.
2. Libre Office program package.
3. Internet service canva.
4. SPSS Statistics software product.
5. Moodle platform.
6. ILEX Information System.

List of reports topics

1. World trends in the development of e -commerce.
2. Regulation of electronic commerce in the Republic of Belarus.
3. Development of e -commerce in the EAEU.
4. Development of e -commerce in the EU.
5. Development of e -commerce in the PRC.
6. The representation of electronic commerce systems in the digital market of the Republic of Belarus.
7. The representation of electronic commerce systems in the digital market of the EAEU member states.
8. The representation of electronic commerce systems in the digital market of European states.
9. The representation of electronic commerce systems in the digital market of the states of the Asian region.
10. Development of national domain zones of Belarus and Russia.
11. Study of the requirements for registration of domain names in the domain zones of foreign countries.
12. Development of online stores in the Republic of Belarus.
13. Development of online stores in the CIS participating countries.
14. World practice in the development of electronic auction trade.
15. World practice in the development of exchange electronic trade.
16. Electronic auctions in the national domain zone of Belarus: development and demand by participants.
17. Electronic payment systems functioning in Belarus.
18. Fraud in the national domain zone of Belarus and its prevention.
19. Information security and its significance in the electronic commerce market.
20. Protective cybersquatting: domestic and foreign practice.

Organization of students' independent work

To obtain competencies in academic discipline, an important stage is the independent work of students.

For independent work of the student's full -time form of obtaining education, 80 hours are allocated.

The content of independent work of students includes all the topics of the academic discipline from the section "Content of educational material".

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

independent work in the form of solving individual tasks in the audience during practical classes and laboratory classes under the control of the teacher in accordance with the study schedule;

in -depth study of sections, those, individual issues, concepts;

preparation for practical, laboratory classes, including the preparation of

information and demonstrative materials, abstracts, etc.;

- preparation of reports on the results of laboratory work, practical work;
- work with educational, reference, analytical and other literature and materials;
- Preparation for the passage of intermediate certification.

Quality control of acquired knowledge

Diagnosis of the quality of knowledge of knowledge is carried out within the framework of current control and intermediate certification.

The measures of current control are carried out during the semester and include the following forms of control:

abstract;
survey;
express survey;
report on laboratory research;
discussion.

Current certification in academic discipline is carried out three times a semester.

Requirements for the student during intermediate certification.

Students are allowed to intermediate certification by academic discipline, provided that the current certification (implementation of current control measures) for the discipline provided for in the current semester with this curriculum is successful.

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

Methodology for the formation of a mark on the discipline

The mark on the academic discipline is set on a ten-point scale in accordance with the criteria for assessing the results of educational activities of students in higher education institutions, given in the rules of certification of students, cadets, and students in the development of the content of higher education educational programs.

**PROTOCOL OF THE CURRICULUM COORDINATION
WITH OTHER ACADEMIC DISCIPLINES OF THE SPECIALTY**

The name of the discipline with which the coordination is required	The name of the department	Proposals of changes in the content of the curriculum of higher education institutions in academic discipline	The decision adopted by the department that developed the curriculum (indicating the date and number of the protocol)
Logistics in e-commerce	Department of Logistics and Pricing Policy	There are no comments and suggestions <i>by O. B. Spren</i>	