



Educational Institution
"Belarus State Economic University"

APPROVED

Rector of the Educational Institution
"Belarus State Economic University"

 A.V. Yegorov
"24"  2025
Registration No 6846-25 /akademic

COMMERCE IN THE DIGITAL ECONOMY

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".

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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 of the academic discipline "Commerce in the Digital Economy" is developed for students in the specialty 7-06 0413-01 "Commerce" in accordance with the educational standard of the specialty and the standard curriculum.

The digital economy is the basis for development as a whole and has an impact on industries as diverse as banking, trade, transport, energy, education, healthcare and many others. Digital technologies such as the Internet of Things (IoT), big data, the use of mobile devices and devices are transforming the ways of social interaction, economic relations, and institutions. New ways of cooperation and coordination of economic agents for the joint solution of certain problems are emerging. Emerging new business models, network structures based on collective methods of production and consumption are transforming traditional market relations and require the development of new solutions in the field of management of a modern organization. The further development of digital technologies is important for the economy as a whole, as well as for trade. The importance of the development of the digital sector for the national economy is confirmed by the fact that the Republic of Belarus is implementing comprehensive and fairly large-scale programs aimed at developing the digital sectors of its economy, creating new jobs, and increasing competitiveness.

The use of digital technologies for the sale of goods and services, education of citizens will allow the whole society to acquire the so-called "digital dividends", which are understood as the growth of national welfare and material profit. This determines the relevance and expediency of studying the academic discipline "Commerce in the Digital Economy" at the second stage of higher education.

The purpose of the academic discipline "Commerce in the Digital Economy" is to develop students' economic thinking, study the consequences of the introduction of information and communication technologies in the field of trade and, accordingly, new features of trade activities in the modern economic environment.

The objectives of studying an academic discipline are:

- theoretical training of future commerce specialists, which would allow them to study and apply digital technologies in practice, to recognize the driving forces of digital transformation processes;
- formation of professional competencies for making managerial and innovative decisions on the development of the organization;
- training of competent qualified personnel who are well aware of the innovative processes that take place in the modern global economy in general, and in trade in particular.

The academic discipline "Commerce in the Digital Economy" is based on the knowledge and competencies gained during the study of the academic disciplines "Commercial Activity", "Trade Management", "E-Commerce".

The Master must have the **following competence**:

- Use information and communication technologies in commercial activities, form and develop competitive advantages of the organization based on innovative solutions.

As a result of studying the academic discipline "Commerce in the Digital Economy", the student must:

to know:

- the essence of the digital economy and the main processes that characterize this type of economy;
- the impact of digital transformation on commerce;
- new ways of cooperation and coordination of commercial agents for the joint solution of certain tasks;
- Modern trends in the development of commerce\$
- Features of the Implementation of Trading Technologies4.0.

to be able to:

- identify patterns that arise in the process of transformation of commerce under the influence of the evolution of digital technologies;
- evaluate the introduction of new types of customer support services and technologies;
- analyze the results of the introduction of information and communication technologies in the activities of the organization;
- Analyze the changes that occur as the business grows in an organization operating in the digital economy.
- to analyze trends and prospects for the development of commerce in the new economic environment;

to possess:

- professional economic and managerial terminology and vocabulary;
- skills in analyzing the success factors and risks of commerce;
- skills in analyzing the possibilities of reducing horizontal value chains, switching to customized products, services and personalized services;
- principles of effective management of business models in trade as a result of digital transformation;
- skills of professional argumentation in the analysis of options for the introduction of information and communication technologies in the activities of the organization.

In accordance with the curriculum of full-time higher education in the specialty 7-06 0413-01 "Commerce", the curriculum is designed for 110 hours, of which 36 hours are classroom classes. Distribution by types of classes: lectures – 18 hours; laboratory classes – 12 hours; seminars – 6 hours.

The form of current certification is a credit.

COURSE CONTENT

Topic 1. Digital transformation of the economy

The impact of digital transformation on the economy. Transformation as an economic phenomenon and process.

The concept and essence of the digital economy. The regularity of the formation and characteristic features of the digital economy. Development of the theory of industrial, post-industrial and digital economy in scientific schools. Growth technologies. The relationship between the real and digital economies. Criteria for classifying an economic system as digital. Information as a Structure-Forming Element of the Digital Economy. Properties of information.

A model for the formation of the digital economy. Social orientation of economic development.

Theoretical and methodological approaches to the study of the digital economy. Criteria for assessing the level of development of the digital economy. Catalysts of the digital economy. Digital economy as an element of the national economic system. Sectoral structure of the digital economy.

The development of the digital economy as one of the state priorities, the role of the state in maintaining the international competitiveness of the national digital economy. Information and communication structure of Belarus.

Topic 2. Consumption in the Digital Economy

Basic approaches to the definition of the category of "consumption". Prerequisites for the transformation of consumption and features of its manifestation. The content of the transformation of consumption within the framework of the information paradigm. Influence of the information factor on consumer relations.

Systemic Transformations in the Consumption System in the Digital Economy. Modification of consumer behavior in the digital economy. Activation of the role of consumers and their main characteristics. Complication of the mechanism of consumer decision-making. The impact of information and communication technologies on consumer behavior.

Formation of new consumption opportunities based on information technologies. Diversification of consumer demand. The main factors that determine the creativity of the consumer. Expansion of consumer choice in the goods market.

Directions for the transformation of consumption in the digital economy. Typology of consumers taking into account innovation. New means of consumption. Internationalization of consumption. Global consumer demand.

Topic 3. Trading 4.0

Tasks of information technologies in commerce. Principles of digital transformation of trade. Trends in the field of information technologies used in trade. Commercial use of sensors and digital identifiers (actuators, optical sensors). Radio Frequency Identification Technologies.

Formation of a "smart" environment in trade. Creating a positive experience. Cyber-physical systems (CPS).

Unambiguous identification of goods. Wireless Data Acquisition Technologies (Near Field Communications, RFID)

Digital memory technologies for objects and increasing customer confidence in the product and trademark.

Customer support during the purchase process. Shopping List Management. Application of localization methods. Technologies for providing information about the product. Shopping Basket Management Technologies. Coupon Redemption technologies.

Integration of customer-oriented services.

Topic 4. E-commerce trends

Internet of Things (IoT) technologies.

Interaction with customers (P2P methods). The main elements of the next generation of information technology services (flexible application architecture, needs-based automated infrastructure, continuous cost optimization).

Artificial intelligence in the activities of online stores. Chatbot capabilities, voice search.

In-Memory technology and the ability to instantly calculate relevant metrics based on large amounts of data. Collecting information about customer behavior. Clustering algorithms. Individual offers.

Multichannel. Introduction of image search , development of new ways of presenting products. Storytelling. Use of e-mail, new delivery methods. Analytical platforms.

**THE DISCIPLINE-DESIGNED THEMATIC CURRICULUM
OF THE ACADEMIC DISCIPLINE "COMMERCE IN THE DIGITAL ECONOMY"
Full-Time Mode of the In-depth Higher Education**

Section number, Themes	Title of the section, topics	Number of classroom hours							Other*	Form of control Knowledge
		Lecture	Practical Classes	Seminar Classes	Laboratory Classes	Number of hours SRM				
						Lect ures	PZ (NW)	Lab class es		
1	2	3	4	5	6	7	8	9	10	
1	Digital transformation of the economy	6							[2, 3, 5, 6, 20- 26]	
1	Digital transformation of the economy		2						[2, 3, 5, 6, 20]	
2	Consumption in the Digital Economy	4							[2, 4, 8-19]	
2	Consumption in the Digital Economy		2						[2, 4, 8-19]	
3	Trading 4.0	4							[1, 8]	
3	Trading 4.0		2						[1, 8]	
3	Trading 4.0				4				[1, 8]	
4	E-commerce trends	4							[4, 7, 9]	
4	E-commerce trends				8				[4, 7, 9]	
	Total Hours	18	6		12				[4, 7, 9]	Credit

INFORMATION AND METHODOLOGICAL SUPPORT

References

Basic:

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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).

Additional:

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).

4. Prokhorova, T.V. Electronic business: for students of higher education institutions, mastering the educational program of higher education of the 1st stage 1-26 02 01 “Business Administration” as a manual / T. V. Prokhorova. - Minsk: Business Institute BSU, 2023. - 114 p.

5. Glass, R. Trade 4.0. Digital Revolution in Trade: Strategies, Technologies, Transformation / Rainer Glaess, Bernd Leukert; Lane. Moscow: Alpina Publisher, 2017. - 346 p.

6. Markova, V.D. Digital Economy: Textbook / V.D. Markova – M.: INFRA-M, 2019. - 186 p.

7. Economics of the Information Society: Practicum / Department of Trade Economics – Gomel: Belarusian Trade and Economics University of Consumer Cooperatives, 2018. – 31 p.

8. Electronic Economy: Theory, Models, Technologies / [T.N. Bialiatskaya et al.]. – Minsk: BSUIR, 2016. – 252 p.

9. Ivantsov P.I. Innovatsionnaya ekonomika: teoriya, metodologiya, praktika [Innovative economy: theory, methodology, practice]. – Minsk : Academy of Management under the President of the Republic of Belarus, 2018. – 167 p.

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11. Lazarev, I.A. New Information Economy and Network Mechanisms of Its Development / I.A. Lazarev. – Moscow: Dashkov and Co., 2013. – 44 p.

12. Malakhova I.V. Potrebleniye v informatsionnoy ekonomike XXI veka [Consumption in the information economy of the XXI century]. – Moscow: MAKS Press, 2014.- 286 p.

13. Charlesworth, Alan. Digital Marketing: A Practical Approach. – New York: Routledge, 2018. – 353 p.

14. 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-complifiers: O. G. Bondarenko, S.P. Gurskaya]. - Text: electronic. - URL: <http://lib.i-bteu.by/handle/22092014/6072> (date of request: 03.11.2025).

15. Lapidus, L. V. Digital economy: management of electronic business and electronic commerce : textbook / L. V. Lapidus. – Moscow : INFRA-M, 2023. – 479 p. – DOI 10.12737/textbook_5ad4a78dae3f27.69090312. - ISBN 978-5-16-018513-2. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2001678> (date of request: 05.11.2025). – Access mode: by subscription. – (in Russian).

16. 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.

17. Siberian, E.V. Electronic commerce: a training manual for students of higher educational institutions studying in the specialty 080502 “Economics and management at the enterprise of trade and catering” / E. V. Sibirskaya, O. A. Startseva. - M.: Forum, 2013. - 287 p.

18. Scovich, A. G. Digital economy. Electronic business and e-commerce: a textbook / A. G. Skovikov. - St. Petersburg. : Lan, 2019. - 258 p.

19. Electronic commerce : textbook / S. N. Bukhantseva, I. Y. Vladyko, I. R. Lyapina [et al.] ; under the general editorship of E. V. Sibirskaya. – Moscow : KnoRus, 2024. – 251 p. – ISBN 978-5-406-13016-2. – URL: <https://book.ru/book/953663> (date of request: 05.11.2025). — Text : electronic. – Access mode: by subscription. – (in Russian).

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21. International economic relations in modern conditions: development guidelines : a monograph / T. A. Ason, N. M. Glushkova, O. A. Gorbunova [et al.]. – Riga : SCIENTIFIC WORLD, 2021. – 219 p. – ISBN 978-9934-8941-9-0. – URL: <https://book.ru/book/941729> (date of request: 05.11.2025). – Text : electronic. – Access mode: by subscription.

22. Mironova, V. N., Economy of China : textbook / V. N. Mironova, L. G. Chuvakhina, P. I. Chuvakhin. – Moscow : KnoRus, 2026. - 153 p. – ISBN 978-5-406-14925-6. – URL: <https://book.ru/book/961053> (date of request: 05.11.2025). – Text : electronic. – Access mode: by subscription.

Electronic resources:

23. 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: 03.11.2025).

24. 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://elibrary.ru/item.asp?id=67339386> (date of request: 03.11.2025).

Regulatory legal acts:

25. 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: 03.11.2025).

26. 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: 03.11.2025).

List of questions for preparation for the test

1. The essence of the transformation of the economy and its ways.
2. Transformational economy and forms of its manifestation.
3. Formation of the theory of digital (information) economy.
4. Theoretical and methodological approaches to the study of the digital economy.
5. Indicators of the development of the digital economy.
6. The relationship between the real and digital economies.
7. A model for the formation of the digital economy.
8. Data technologies driving the transition to the digital economy
9. Manufacturing technologies driving the transition to the digital economy
10. Environmental Technologies Driving the Transition to the Digital Economy
11. Approaches to Defining the Category of "Consumption"
12. Subjects and objects of consumption. Types of consumption by subject and object of consumption.
13. Characteristics of consumer activity.
14. Prerequisites for the transformation of consumption.
15. Spatial (endemic) features of consumption transformation
16. Temporal (Temporal) Features of Consumption Transformation
17. Global risks and their impact on consumption.
18. Influence of the information factor on consumption relations
19. Approaches to the study of consumption transformation.
20. Main characteristics of the new type of consumption of the information society.
21. Changes in the consumer field of interactions
22. The phenomenon of informatization of consumption.
23. Information cascades and their impact on consumer behavior.
24. Collaborative filtering as a special form of consumer cooperation
25. Qualitative characteristics of the modern consumer.
26. Consumer innovation.
27. The essence of Trading 4.0 and the basic conceptual idea.
28. Mobile technology and apps that create an integrated personal experience.
29. The Internet of Things (IoT) and its opportunities in commerce
30. Intelligent retail equipment and its functionality
31. AR and VR technologies in commerce
32. Customer experience management systems
33. Personalization and customer engagement in e-commerce
34. Artificial Intelligence (AI), Assistants, and Chatbots in E-Commerce
35. Interactive Product Visualization and Its Role in Trade Service
36. Streamline business operations for mobile devices
37. Omnichannel Sales: Essence, Principles, Advantages
38. Social networks as a tool of commerce.
39. Predictive analytics as an e-commerce tool

List of laboratory classes

1. Trading 4.0
2. E-commerce trends.

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.

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, 74 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 test.

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 