Educational Institution
"Belarus State Economic University"

E-COMMERCE

The curriculum of the Educational Institution of higher education in the academic discipline for the major 1-26 80 05 "Marketing"

2021

The curriculum is based on the curriculum for the major 1-26 80 05 "Marketing", reg. No. 89МГР-21 from 26.02.2021.

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RECOMMENDED FOR CONFIRMATION:

The Marketing Department of the Belarus State Economic University
(protocol № 9 from 4th of April, 2021);

Scientific and Methodological Council of the Belarus State Economic University
(protocol № ___ from ___ _____ 2021).

COURSE INTRODUCTION

The electronic commerce course introduces the key concepts, tools, and principles of e-commerce strategy formulation and competitive analysis. It is concerned with managerial decisions based on e-commerce and other web-analytics.

The purpose of the course is to equip students with knowledge, tools and skills to analyze and implement successful managerial decisions in electronic commerce.

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

УК-8 Use modern information technologies skills to solve research and innovation tasks;

СК-3 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 skills in:
 - the use of tools and methods for analyzing the activities of web portals as an ICT basis for e-commerce;
 - the use of tools and methods for developing an e-commerce business model.

Total quantity of hours – 198 hours, of them just hours of classroom – 44, including lectures – 30 hours, workshops – 34 hours.

The form of knowledge control – exam.

CONTENTS

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 pear to pear models. Features of consumer to consumer models. Features of business to business models. Features of pear to pear 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.

Educational and Methodological Course Outline

Topic No.	Topic name, topic contents	Lectures	Seminars	Practical classes	Managed (controlled) student independent learning		Literature	Form of control
					Lectures	Seminars		
1	2	3	4	5	6	7	8	9
1	Essence and definition of e-commerce				2	2	[1−28]	Quizzes, mini-tests
2	E-commerce sector of e-business	2	2				[1−28]	Quizzes, group discussions
3	E-commerce market	2	2		2	2	[1−28]	Quizzes, group discussions
4	Government regulation of e-commerce sector	2			2	2	[1−28]	Quizzes, group discussions
5	E-commerce strategy of retail organization	2			2	2	[1−28]	Quizzes, group discussions
6	Marketing strategies of e-commerce organization	2	2		2	2	[1−28]	Quizzes, group discussions
7	Infrastructure and business processes models of e-commerce organization		2		2	2	[1−28]	Quizzes, group discussions
8	E-payment system and e-payment processes of e-commerce organization				2	2	[1−28]	Quizzes, group discussions
9	Basic e-commerce models		2		2	2	[1−28]	Quizzes, group discussions
10	Basic revenue models of e-commerce organization		2		2	2	[1−28]	Quizzes, group discussions
11	E-metrics of e-commerce organization	2	2			2	[1−28]	Quizzes, group discussions
Total		**12**	**14**		**18**	**20**		

METHODICAL RECOMMENDATIONS FOR THE STUDY OF DISCIPLINE

In mastering the knowledge of the discipline an important step is the independent work of students. We recommend a budget of time for independent work on average 2-2.5 hours for a 2-hour classroom.

The main areas of independent master's student work are:

• initially detailed familiarization with the program of the academic discipline;

• acquaintance with the list of recommended literature on the discipline as a whole and its sections, its presence in the library and other available sources, study of the necessary literature on the topic, selection of additional literature;

• study and expansion of the lecture material of the teacher due to the special literature, consultations;

• preparation for practical and seminars on specially developed plans with the study of basic and additional literature;

• preparation for the implementation of diagnostic forms of control (tests, colloquiums, examinations, etc.);

• work on the implementation of abstracts and essays;

• exam preparation.

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
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
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
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 theworld of business and the professions, and forpurposes 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
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/

1. Avinash Kaushik Web Analytics An Hour a Day / https://www.academia.edu/29963972/Web_Analytics_An_Hour_A_Day

20. 7 Most Important Ecommerce Business Metrics Every Online Store Owner Needs to Track / https://dinarys.com/blog/7-most-important-ecommerce-business-metrics

21. Step-by-Step Replatforming Help from a Migration Expert / https://www.bigcommerce.com/blog/ecommerce-metrics/

22. The 10 Most Important Ecommerce Metrics to Track / https://thegood.com/insights/ecommerce-metrics/

23. 21 Essential Ecommerce Metrics & KPIs to Track and Measure for Success / https://www.bolt.com/resources/ecommerce-metrics/

24. Web Analytics Analysis: How to Find Business Growth Opportunities / https://cxl.com/blog/web-analytics-analysis/

25. Web Analytics – Introduction / https://www.tutorialspoint.com/web_analytics/web_analytics_introduction.htm

26. How to analyze website logs / https://serpstat.com/blog/how-to-analyze-website-logs/

27. Best Practices for Google Analytics in Digital Libraries / file:///C:/Users/%D0%AF/Downloads/Best%20Practices%20for%20Google%20Analytics%20in%20Digital%20Libraries.pdf

28. Brent Dykes Web analytics kick start guide / https://www.goodreads.com/book/show/33973237-web-analytics-kick-start-guide

29. 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.

The protocol of coordination of the curriculum for the studied academic discipline with other disciplines of the specialty

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)
1. Marketing of Innovation Project	Department of Industrial Marketing and Communications	No suggestions	Protocol № 9 from 4th of April, 2021

ADDITIONS AND AMENDMENTS TO THE EDUCATIONAL PROGRAM ON THE STUDIED TRAINING DISCIPLINE

for the _____ year

№	Additions and changes	The ground

The curriculum is revised and approved at a meeting of the Department of Marketing (protocol № _____ from _____ 20___ year)

Head of the Department

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APPROVED BY

Director of IMP

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