

The syllabus of the discipline

Information technology in e-commerce

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Field name	Detailed content, comments
Name of the faculty	Faculty of Infocommunications
Level of higher education	Second (master's)
Code and name of the specialty	172 Telecommunications and radio engineering
Type and name of educational program	EPP "Information and Network Engineering"
Name of the discipline	Information technology in e-commerce
Number of ECTS credits	3
Discipline structure (distribution by types and hours of study)	16 hours - 8 lectures, 16 hours - 4 laboratory classes, 4 hours - 2 practical classes, 6 hours - 3 consultations, 48 hours - independent work, type of control: credit
Schedule (terms) of studying the discipline	1-st year, II semester
Prerequisites for studying the discipline	Previously, the following disciplines should be studied: Fundamentals of information and communication technologies; Fundamentals of circuitry; Higher mathematics (special sections); Guided electrical and optical communication systems; Data processing technologies in IR; Local area networks; Mobile systems.
Competences, knowledge, skills, understanding, which is acquired by the applicant in higher education in the learning process	The discipline is used to form the following competencies: Ability to use the basics of legal knowledge in various fields. Skills in the use of information and communication technologies. Ability to search, process and analyze information from various sources. Ability to have the basic methods, methods and means of obtaining, storing, processing information. Ability to have skills of independent work on the computer and in computer networks; to carry out computer modeling of devices, systems and processes with use of universal packages of applied computer programs. Ability to use regulatory and legal documentation specific to the field of telecommunications networks, telecommunications and radio systems (laws of Ukraine, technical regulations, international and national standards, recommendations of the International Telecommunication Union, etc.).
The quality of the educational process	Educational-methodical and material-technical resource provision of the educational program, within the framework of which the discipline is studied, meets the licensing requirements and accreditation conditions of the educational activity of the university. Annual monitoring and revision of the curriculum of the discipline in accordance with the requirements and recommendations of the Ministry of Education and

	Science, state certification of acquired competencies of graduates, standards of cooperation with employers to ensure a competitive level of training. Adherence to the principles of academic integrity (https://lib.nure.ua/plagiat). Contains public information on the requirements, competencies, level of education within the current educational program.
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Description and content of the discipline

The purpose of the discipline - the formation of competencies in the implementation of business transactions and e-commerce agreements using information technology.

Content

Content module 1. General principles of e-commerce in Ukraine

Topic 1. The concept and essence of e-commerce. E-commerce in Ukraine.

Topic 2. Basic information technologies of e-commerce

Topic 3 B2B e-commerce system

Topic 4. B2C e-commerce systems

Content module 2. E-commerce systems in the corporate sector

Topic 1. Ways of organizing online stores

Topic 2. G2C and G2B e-commerce systems

Topic 3. Internet marketing

Topic 4. Electronic trust services

Learning outcomes of higher education

As a result of studying the discipline, students must:

know: the concept of "e-business" and "e-commerce"; features of functioning of business models of e-commerce; information technologies for the implementation of marketing activities on the Internet; features and benefits of Internet marketing; elements of the electronic market; features of virtual enterprises; e-commerce tactics;

be able to: use modern network information products; to organize the company's communications in the infocommunication network; to build neural networks of different structure and complexity; develop advertising campaigns in the infocommunication network; use methods of banner advertising; to develop conceptual provisions for the organization of virtual representation of the enterprise in the network; use payment systems for online payments; create multifunctional Web-sites for commercial activities on the Internet; perform business operations and transactions using modern electronic tools and applications for building business systems on the Internet.

list of competencies: PRN-3 apply: basic knowledge in the field of informatics and modern information technologies, have skills in programming and use of software and work in computer networks, ability to create databases, use Internet resources and demonstrate ability to develop algorithms and computer programs for the use of high-level languages and object-oriented programming technologies for the implementation of tasks in the field of telecommunications and radio engineering. PRN-5 Be able to use computer-aided design systems to develop devices for telecommunications and radio systems and networks. PRN-6 Be able to use modern programming languages to implement algorithms for managing telecommunications networks. PRN-7 Be able to work with tools of collective management and distributed information storage. PRN-8 Ability to analyze the performance of software products, to have the means of their software debugging and testing, to apply modern technologies of visual design of software products. PRN-10 Ability to calculate the parameters of efficiency and quality of work of elements, objects and services provided in telecommunications. PRN-12 Ability to explain and reproduce the principles of construction and operation of hardware and software systems of management and maintenance systems and their application in information and telecommunications networks, telecommunications, radio and technological systems; PRN-13 Skills to ensure reliable and high-quality operation of information and communication networks, telecommunication and radio systems.

Assessment system according to each task for passing the test / exam.

To evaluate the student's work during the semester, the final O_{cem} is calculated as the sum of grades for different types of classes and control activities.

Types of classes / control event	Rating
Laboratory works № 1, 2	$(6...10) \times 2 = 12...20$
Practical works № 1	$(6...10) \times 1 = 6...10$
Test work № 1	$(6...10) \times 1 = 6...10$
Checkpoint № 1	22...40
Laboratory works № 3, 4,	$(6...10) \times 2 = 12...20$
Practical works № 2	$(6...10) \times 1 = 6...10$
Test work № 2	$(6...10) \times 1 = 6...10$
Individual homework	$(12...20) \times 1 = 12...20$
Checkpoint № 2	38...60
Total result	60...100

As a form of final control for the discipline is used credit.

Qualitative evaluation criteria in the national scale and ECTS

Satisfactory, D, E (60-74). Show the required minimum of theoretical knowledge. Know the ways and methods of solving practical problems and be able to use them in practice.

Good, C (75-89). Firmly know a minimum of theoretical knowledge. Demonstrate the ability to solve a practical problem and justify all stages of the proposed solution.

Excellent, A, B (90-100). Show complete knowledge of basic and additional theoretical material. Unmistakably solve a practical problem, explain and justify the chosen method of solution.

Assessment scale: national and ECTS

The sum of points for all types of educational activities	ECTS assessment	Score on a national scale	
		for exam, course project (work), practice	for offset
90 – 100	A	perfectly	credited
82-89	B	fine	
74-81	C		
64-73	D	satisfactorily	
60-63	E		
35-59	FX	unsatisfactory with the possibility of reassembly	not credited with the possibility of re-assembly
0-34	F	unsatisfactory with mandatory re-examination	not credited with compulsory re-study of the discipline

Methodical support

Basic literature

1. Zakon Ukrainy «Pro elektronnu komertsiiu»
2. Zakon Ukrainy "Pro zakhyst prav spozhyvachiv"
3. Zakon Ukrainy "Pro reklamu"
4. Zakon Ukrainy "Pro elektronni dokumenty ta elektronnyi dokumentoobih"
5. Zakon Ukrainy "Pro zakhyst informatsii v informatsiino-telekomunikatsiinykh systemakh"
6. Zakon Ukrainy "Pro telekomunikatsii"
7. Zakon Ukrainy "Pro elektronni dovirchi posluhy"
8. Zakon Ukrainy "Pro platizhni systemy ta perekaz koshtiv v Ukraini",
9. Zakon Ukrainy "Pro finansovi posluhy ta derzhavne rehuliuвання ryнкiv finansovykh posluh"
10. Zakon Ukrainy "Pro zakhyst personalnykh danykh"
11. Tsarov R.Iu., Nikitiuk L.A. Elektronna komertsii: navchalnyi posibnyk vyshchykh navchalnykh zakladiv. – Odesa, OSNAZ im. O.S.Popova, 2012. – 294 s.
12. Shaleva O. I. Elektronna komertsii. Navch. posib. /O. I. Shaleva. – K.: Tsentr uchbovoi literatury, 2011. – 216 s.
13. Lytovchenko I. L. Internet marketynh: navchalnyi posibnyk / I. L. Lytovchenko, V. P. Pylypchuk. – K.: Tsentr uchbovoi literatury, 2008. – 184 s.

Supporting literature

1. Zaitseva O.O., Bolotyniuk I.M. Elektronnyi biznes: Navchalnyi posibnyk. / Za nauk. red. N.V. Morze. – IvanoFrankivsk : «LileiaNV» – 2015. – 264 s.
2. Dedenev M. A., Дылов D. V., Yvanov M. A. Zashchyta ynformatsyy v bankovskom dele y elektronnom byznese. – M.: KUDYTs-OBRAZ, 2004. – 512 s.
3. Zapechnykov S.V. Kryptohrafycheskye protokoly y ykh pryomenenye v fynansovoi y kommercheskoi deiatelnosti. – M.: Horiachaia lynia – Telekom, 2007. – 320 s.
4. Kuznetsov O. O. , Yevseiev S.P., Korol O.H. Zakhyst informatsii v informatsiinykh systemakh – Kharkiv: Vyd. KhNEU, 2010.

Methodical instructions and literature for different types of classes

1. Konspekt lektzii z dystsypliny “Informatsiini tekhnolohii v elektrononii komertsii»» dlia studentiv usikh form navchannia spetsialnosti 172 «Telekomunikatsii ta radiotekhniki», spetsializatsii «Telekomunikatsii», «Informatsiino-merezhna inzheneriia» [Elektronnyi dokument] / Uporiad.: V.A. Zolotarov. – Kharkiv: KhNURE, 2017. – 90 s.
2. Metodychni vказivky do vykonannia laboratornykh robit z dystsypliny “Informatsiini tekhnolohii v elektrononii komertsii»» dlia studentiv usikh form navchannia spetsialnosti 172 «Telekomunikatsii ta radiotekhniki», spetsializatsii «Telekomunikatsii», «Informatsiino-merezhna inzheneriia» [Elektronnyi dokument] / Uporiad.: V.A. Zolotarov. – Kharkiv: KhNURE, 2017. – 18 s.
3. Metodychni vказivky do praktychnykh zaniat z dystsypliny “Elektronni platizhni systemy»» dlia studentiv usikh form navchannia spetsializatsii «Informatsiino- merezhna

inzheneriia», «Telekomunikatsii» spetsialnosti 172 «Telekomunikatsii ta radiotekhniky» [Elektronnyi dokument] / Uporiad.: V.A. Zolotarov. – Kharkiv: KhNURE, 2017. – 12 s.

4. Metodychni vказivky do samostiinoi roboty z dystsypliny «Informatsiini tekhnolohii v elektronni komertsii» dlia studentiv vsikh form spetsialnosti 172 «Telekomunikatsii ta radiotekhnika» spetsializatsii «Telekomunikatsii», «Informatsiino-merezhna inzheneriia»[Elektronnyi dokument] / Uporiad. V.A.Zolotarov. – Kharkiv, KhNURE, 2017. – 41 s.

Information support

1. Original software