

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

ЗАТВЕРДЖЕНО
на засіданні кафедри
менеджменту, логістики
та інновацій
Протокол № 2 від 31.08.2023 р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи
Каріна НЕМАШКАЛО



**ПІДПРИЄМНИЦТВО В ОНЛАЙН-СЕРЕДОВИЩІ
робоча програма навчальної дисципліни (РПНД)**

Галузь знань	всі
Спеціальність	всі
Освітній рівень	перший (бакалаврський)
Освітня програма	всі

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Розробник:
к.е.н., доцент

Підписано КЕП

Лідія МАЖНИК

Завідувач кафедри
Менеджменту, логістики та
інновацій

Олена ЯСТРЕМСЬКА

**Харків
2023**

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the department
management and business
Protocol № 1 of 25.08.2023

AGREED

Vice-rector for educational and methodical work



Karina NEMASHKALO



ENTREPRENEURSHIP IN THE ONLINE ENVIRONMENT
Program of the course

Field of knowledge **All**
Specialty **All**
Study cycle **first (bachelor)**
Study programme **All**

Course status
Language

Elective
English

Developers:
PhD (Economics),
Associate Professor

Digitally signed

Lidiia MAZHNYK

Head of Department
Management, logistics and
innovations
Doctor in Economics
Professor



Olena IASTREMSKA

Kharkiv
2023

INTRODUCTION

The introduction of new information technologies affects all spheres of activity of both a separate enterprise and the economy as a whole. Under the influence of these processes, a new economic space is formed - a new market, or the Internet market, as a system of new economic relations. In Ukraine, an increasing number of enterprises are aware of new business opportunities in the online environment. Studying the discipline involves theoretical and practical training of applicants to solve specific tasks of entrepreneurial activity in the online environment and provides an opportunity to acquire fundamental knowledge of the basics of doing business on the Internet.

The subject of the educational course is the formation of theoretical knowledge and practical skills of conducting business activities in the Internet environment.

The purpose of the course "Entrepreneurship in the online environment" is to acquire basic knowledge of the theoretical foundations and organizational and methodological foundations of the formation and functioning of entrepreneurship in the online environment, practical skills in using Internet technologies to increase the efficiency of enterprise management in modern conditions.

To achieve the goal, the following main tasks are set:

acquaint applicants with the theoretical and methodological foundations of entrepreneurial activity in the online environment;

understanding the essence and forms of doing business in the online environment;

determination of the principles of choosing a certain type of business activity on the Internet;

mastering the latest management approaches and applying modern scientific and technical achievements in the process of running an Internet business;

mastering the tools for making effective management decisions in business activities in the online environment;

awareness of the basics of business security in the online environment.

The object of study of the course is the process of entrepreneurship in the online environment for the purpose of obtaining profit and providing social benefits in the form of production of goods and provision of services.

The subject of the academic course is the principles, forms and methods of entrepreneurship in various constituent aspects of the distribution of spheres of management of the online environment.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
<p>Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership;</p> <p>Demonstrate skills in identifying problems and justifying management decisions;</p> <p>Communicate orally and in writing in national and foreign languages</p>	<p>Ability to abstract thinking, analysis, synthesis;</p> <p>Ability to communicate in the state language both orally and in writing;</p> <p>Ability to identify and describe organizational characteristics</p>
<p>Describe the content of the functional areas of the organization;</p> <p>Apply management methods to ensure the effectiveness of the organization's activities</p>	<p>Ability to abstract thinking, analysis, synthesis;</p> <p>Ability to apply knowledge in practical situations;</p> <p>The ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment</p>
<p>Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical</p>	<p>Skills in using information and communication technologies;</p> <p>Ability to choose and use modern management tools;</p> <p>Ability to use modern information and communication technologies in professional activities</p>
<p>Conduct research individually and/or in a group under the guidance of a leader</p>	<p>Ability to apply knowledge in practical situations;</p> <p>Ability to create and organize effective communications in the management process;</p> <p>The ability to apply theoretical-methodical and organizational-economic approaches to the process of development, adoption and implementation of management decisions in conditions of uncertainty and to justify optimal alternatives for the successful development of the organization</p>
<p>Demonstrate the ability to generalize the results of the analysis of the company's activities to justify a set of measures for the future development of the company in the market environment</p>	
<p>Demonstrate skills for determining the content strategy of the organization's presence and activity in the digital environment</p>	<p>Ability to generate new ideas (creativity);</p> <p>The ability to apply theoretical-methodical and organizational-economic approaches to the process of development, adoption and implementation of management decisions in conditions of uncertainty and to justify optimal alternatives for the successful development of the organization;</p> <p>Ability to use modern information and communication technologies in professional activities</p>

COURSE CONTENT

Content module 1. *Theoretical foundations of entrepreneurship in the online environment*

Topic 1. Basic concepts and basic principles of entrepreneurship in the online environment

Basic concepts and principles of the functioning of entrepreneurial activities in the online environment. History of formation. The main areas of electronic business. Basics of creating an e-commerce system. Advantages and disadvantages of the functioning of electronic business and electronic commerce. Comparison of doing business on the Internet with traditional business activities.

Topic 2. Integration processes of entrepreneurship on the Internet

The evolution of business on the Internet. Barriers to entrepreneurial activity on the Internet. Consumer loyalty in the e-commerce market. The perspective of the development of the introduction of entrepreneurial activity in the online environment. The most common services in the field of e-commerce in Ukraine.

Topic 3. Main types of electronic business

Types of business on the Internet: services, trade; business on traffic (sites). Electronic commerce. Electronic banking (Internet banking). Electronic brokerage services (Internet trading). Electronic auctions. Email. Electronic offices. Electronic insurance services.

Topic 4. Digitization of entrepreneurship

Concept and essence of digitization and digitalization. Features and process of digital changes in Ukraine. The latest approaches to the mass introduction of information technologies in the process of conducting business, large-scale automation of business processes and the spread of artificial intelligence. Characteristics and features of industrial revolutions. The essence and significance of the "Fourth Industrial Revolution" - "Industry 4.0" (Industry 4.0) for Ukraine and the world. Innovative opportunities for business development on the Internet.

Content module 2. *Methodical principles of entrepreneurship in the online space*

Topic 5. Online business services and platforms.

Basic models of e-business. Online stores. Selling in social networks. Ads sites. Web development. Electronic shopping malls (supermarkets). Internet storefronts. Ice generation. Freelance. Action-Business, Amazon eBay, Walmart, Etsy, Alibaba.com and Google Express and other online business platforms.

Topic 6. Basics of Internet marketing as a tool of entrepreneurial activity

Concept and structure of Internet marketing. The structure and components of the Internet marketing mix. Laws of Internet Marketing. Tools of complex Internet marketing at the enterprise. Marketing research on the Internet.

Topic 7 Main features and methods of forming relationships by subjects of the external business environment on the Internet

Classification of the business environment. Global practice of business process management on the Internet. International Internet business. Business strategies of e-business enterprises. Risk management of business activities on the Internet. Types of electronic settlement systems. The mechanism of mutual settlements by plastic cards on the Internet. Electronic money. Acquiring Virtual (digital, electronic) wallet. Types of electronic wallets. Advantages and disadvantages of using electronic money.

Topic 8. Basics of business security in the online environment.

Business security in the online environment. Panopticon and legal aspects of entrepreneurial activity in the online environment. Normative and legislative acts related to doing business in the online environment. Law of Ukraine "On electronic commerce", "On electronic documents and electronic document flow", "On information protection in information and telecommunication systems", "On telecommunications", "On electronic digital signature", "On payment systems and money transfers in Ukraine" , "On financial services and state regulation of financial services markets", "On personal data protection". Consumer trust in Web resources.

The list of practical (seminar) and laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar) and laboratory studies

Name of the topic and/or task	Content
<i>Topic 1. Basic concepts and basic principles of entrepreneurship in the online environment</i>	
Seminar assignment 1	Basic concepts and basic principles of entrepreneurship in the online environment
Practical task 1	Legal regulation of business activity in Ukraine
Practical task 2	Ways of earning in the online environment
<i>Topic 2. Integration processes of entrepreneurship on the Internet</i>	
Practical task 3	Organization of a virtual representation of the enterprise in the online space
Seminar task 2	The largest trading platforms of the world and Ukraine, peculiarities of their functioning in the conditions of martial law
<i>Topic 3. Main types of electronic business</i>	
Seminar task 3	Basic types of electronic business
<i>Topic 4. Digitization of entrepreneurship</i>	
Practical task 4	Organization of the sale of goods through Internet auctions. Dropshipping
<i>Topic 5. Online business services and platforms</i>	

Practical task 5	Business game "Digitalization and digitization"
<i>Topic 6. Basics of Internet marketing as a tool of entrepreneurial activity</i>	
Seminar task 4	Concept and structure of Internet marketing
Practical task 6	Entrepreneurial activity in social networks
<i>Topic 7 Main features and methods of forming relationships by subjects of the external business environment on the Internet</i>	
Practical task 7	Justification of the company's communication policy on the Internet
<i>Topic 8. Basics of business security in the online environment</i>	
Seminar task 5	Business security in the online environment
Practical work 8	"Security of digital business. KEP"

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1 – 8	Study of the lecture material and the legal framework of Ukraine
Topic 1, 2, 4 – 8	Preparation for practical classes
Topic 1, 2, 3, 6, 8	Preparation for seminar classes
Topic 1 – 8	Performing an individual task (presentation)
Topic 1 – 8	Preparing for the final test

The number of hours of lectures, practical (seminar) and laboratory classes studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching an educational discipline, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such learning methods as:

Verbal (lecture (Topic 1, 3, 4, 7), problematic lecture (Topic 2, 5, 8), provocative lecture (Topic 6)).

In person (demonstration (Topic 1–8)).

Practical (practical work (Topic 1–8), case method (Topic 5)).

FORMS AND METHODS OF ASSESSMENT

The university uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of a semester exam.

The final grade in the course is determined for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: eleven individual educational and research tasks of 5 points each, two written control papers of 10 points each, a colloquium of 25 points.

Semester control: Grading.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

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