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**FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF  
HIGHER EDUCATION PEOPLES' FRIENDSHIP UNIVERSITY OF  
RUSSIA NAMED AFTER PATRICE LUMUMBA  
RUDN UNIVERSITY**

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**Faculty of Economics**

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**COURSE SYLLABUS**

**ELECTRONIC COMMERCE IN INTERNATIONAL BUSINESS**

**Recommended by the Didactic Council for the Education Field of  
38.03.01 Economics**

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(code and name of the direction of training/specialty)

**The course instruction is implemented within the professional education  
programme of higher education**

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**International Economic Relations**

(name (profile/specialization))

## 1. COURSE GOALS

The goal of mastering the discipline "Electronic commerce in international business" is to provide students with the necessary knowledge about the role of e-commerce and skills in using the Internet to conduct international business.

## 2. LEARNING OUTCOMES

The development of the discipline "Electronic commerce in international business" is aimed at the formation of the following competencies (parts of competencies) among students:

*Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)*

Competence code	Competence	Competence indicators
GC-12	Able to collect, process and statistically analyze the data necessary to solve the set economic problems	GC-12 Able to manage methods and means of collecting, processing and analyzing information necessary to solve standard tasks of a technical and economic assessment of activities in the field of professional activity
		GC-12 Understand the basics of information and bibliographic culture, allowing students to select the relevant information required for conducting technical and economic calculations in professional activities
GPC-2	Able to collect, process and statistically analyze data necessary to solve set economic problems	GPC-2 Able to manage methods and means of collecting, processing and analyzing information necessary to solve standard tasks of a technical and economic assessment of activities in the field of professional activity
		GPC-2 Understand the basics of information and bibliographic culture, allowing student to select the relevant information required for conducting technical and economic calculations in professional activities

## 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Electronic commerce in International Business" refers to the disciplines of choice of the part formed by the participants of the educational relations of the the mandatory component.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Electronic commerce in international business".

*Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline*

Code	Competence	Previous disciplines/modules, practices*	Subsequent disciplines/modules, practices*
GC-12	Able to collect, process and statistically analyze the data necessary to solve the set economic problems	Statistics for Economists; Econometrics; Economic informatics; Interdisciplinary course project; Business on the Internet; Basics of international trade; International Financial Reporting Standards	Technological internship; Final state examination procedures; Degree thesis procedures
GPC-2	Able to collect, process and statistically analyze the data necessary to solve the set economic problems	Economic informatics; Interdisciplinary course project; Business on the Internet; Basics of international trade; International Financial Reporting Standards	Technological internship; Final state examination procedures; Degree thesis procedure

#### 4. COURSE WORKLOAD AND LEARNING ACTIVITIES

The total laboriousness of the discipline "Electronic Commerce in International Business" is 3 credits.

*Table 4.1. Types of educational work by periods of mastering the OP in for FULL-time education*

Type of educational work	TOTAL, academic hours.	Semester
		7
<i>Contact,, ac.h</i>	34	34
Lectures		
Lab work (LR)	34	34
Seminars (workshops/tutorials)		
<i>Self-study (ies), academic hours</i>	56	56
<i>Evaluation and assessment academic hours</i>	18	18

Type of educational work		TOTAL, <i>academic hours.</i>	Semester 7
Overall laboriousness of the discipline	<i>academic hours</i>	180	180
	credits	3	3

## 5. COURSE MODULES AND CONTENTS

*Table 5.1. The content of the discipline (module) by type of academic work*

Name of the discipline section	Contents	Type of educational work
Section 1. The Internet in international business	Topic 1.1. The role of the Internet in international business. Advantages and disadvantages for international business.	Lab work
	Topic 1.2. Distribution of Internet users by region. Regulation of e-commerce by international organizations.	Lab work
	Topic 1.3. Domain names. A map of domain names.	Lab work
	Topic 1.4. Types of electronic business. Promotion of electronic business.	Lab work
	Topic 1.5. Payment and delivery systems in international business.	Lab work
Section 2. E-Commerce Leaders in International Business	Topic 2.1. Main rating systems for e-business companies	Lab work
	Topic 2.2. Principles of operation. Ozon, Amazon, etc. Social network.	Lab work
Section 3. E-commerce in the world	Topic 3.1. E-commerce in Russia and the countries of the former USSR.	Lab work
	Topic 3.2. E-commerce in North America.	Lab work
	Topic 3.3. E-commerce in Asia, Africa and the Middle East.	Lab work
	Topic 3.4. E-commerce in Latin America.	Lab work
	Topic 3.5. E-commerce in Europe.	Lab work

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

*Table 6.1. Material and technical support of the discipline*

Audience type	Equipping the classroom	Specialized educational/laboratory equipment, software and materials for mastering the discipline (if necessary)
Computer class	A computer classroom for conducting classes, group and individual consultations, current	Computer with Internet access

<b>Audience type</b>	<b>Equipping the classroom</b>	<b>Specialized educational/laboratory equipment, software and materials for mastering the discipline (if necessary)</b>
	control and intermediate certification, equipped with personal computers (in the amount of 21 pcs.), a blackboard (screen) and multimedia presentation technical means.	
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Computer with Internet access

## **RESOURCES RECOMMENDED FOR COURSE STUDY**

### *Main literature:*

1. Martin Kütz. Introduction to E-Commerce, 2025  
<https://bookboon.com/en/introduction-to-e-commerce-ebook>

### *Additional literature:*

1. Richard T. Watson, Pierre Berthon, Leyland F. Pitt, George M. Zinkhan. Electronic Commerce: The Strategic Perspective. <https://opentextbc.ca/electroniccommerce/>

### *Resources of the Internet information and telecommunication network:*

1. EBS RUDN and third-party EBS, to which university students have access on the basis of concluded contracts:

- Electronic library system of RUDN – EBS RUDN <http://lib.rudn.ru/MegaPro/Web>
- EBS "University Library online" <http://www.biblioclub.ru>
- ABS Yurayt <http://www.biblio-online.ru>
- EBS "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EBS "Doe" <http://e.lanbook.com/>
- EBS "Trinity Bridge"

### *2. Databases and search engines:*

- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- bibliographic database SCOPUS <http://www.elsevierscience.ru/products/scopus/>

*Educational and methodological materials for independent work of students during the development of the discipline/ module\*:*

All educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of the discipline in TUIS <https://esystem.rudn.ru/course/view.php?id=2318>

## **8. ASSESSMENT TOOLKIT AND GRADING SYSTEM\* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL UPON COURSE**

## COMPLETION

Evaluation materials and a point-rating system for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Electronic Commerce in International Business" are presented in the Appendix to this Work Program of the discipline.

### DEVELOPERS:

**Associate  
professor of Department  
of Economic and  
mathematical modeling**

Position, ED

**S.Y.Revinova**

Signature

Surname I.O.

**HEAD OF ED:  
Head of the  
Department of Economic  
and Mathematical  
Modeling**

Position, ED

**Balashova S.A.**

Signature

Surname I.O.

**HEAD OF THE ED:  
Head of the Department  
of International  
Economic Relations,  
Doctor of Economics,  
Professor**

Name of ED



**Andronova I.V.**

Signature

Surname I.O.