

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**Lesya Ukrainka Volyn National University**  
Faculty of International Relations  
Department of International Economic Relations

**SYLLABUS**  
**selective educational component**  
**"MODERN E-BUSINESS STRATEGIES"**  
Bachelor's Training

Lutsk - 2026

**Syllabus of the educational component "Modern E-Business Strategies"**  
of bachelor's training.

**Developer:** Skorokhod Iryna Sviatoslavivna, Doctor of Economics, Professor of the Department of International Economic Relations.

**Agreed**

Guarantor of educational and professional program:



/ A. O. Boiar

**The syllabus of the educational component was approved at a meeting of the Department of International Economic Relations, Protocol No. 6 of February 10, 2026.**

Head of the Department:



(Boiar A.O.)

## I. Description of the educational component

Name of indicators	Field of knowledge, specialty, educational and professional program (EPP), level of higher education	Characteristics of the educational component
<b>Full-time form of education</b>	Field of knowledge C "Social Sciences, Journalism, Information and International Relations", specialty C1 "Economics and International Economic Relations (by specializations)", specialization "International Economic Relations", EPP "International Activities of Companies and Institutions", the first (bachelor's) level of higher education	<b>Selective</b>
<b>Number of hours/credits 150/5</b>		<b>Year of study – 2</b>
		<b>Semester 4</b>
		<b>Lectures – 10 hours.</b>
<b>INDT: Yes</b>		<b>Practical (seminar) – 20 hours.</b>
		<b>Independent work – 110 hours.</b>
		<b>Consultations – 10 hours.</b>
		<b>Form of control: pass or fail</b>
<b>Language of instruction</b>		Ukrainian or English (choice is made during registration for optional classes)

## II. Information about the teacher

Name: *Skorokhod Iryna Sviatoslavivna*

Scientific degree: *Doctor of Economics*

Academic title: *Professor*

Position: *Professor of the Department of International Economic Relations*

Contact information: +380506034650, [Iryna.Skorohod@vnu.edu.ua](mailto:Iryna.Skorohod@vnu.edu.ua)

Class days: <http://94.130.69.82/cgi-bin/timetable.cgi?n=700>

## III. Description of the educational component

### 1. Course abstract.

The characteristics of the emergence and development of e-business in the global economy will be studied. Types of e-business, models, and mechanisms of e-commerce will be considered. Particular attention will be paid to assessing the effectiveness of e-commerce systems and forming strategic thinking regarding e-business. Practical aspects of companies' strategies for developing e-business in Ukraine and abroad will be studied.

### 2. The purpose and objectives of the educational component.

The purpose of the course is to provide higher education applicants with a set of knowledge and practical skills regarding the strategic vision of business development in the context of global digital transformation. The objectives of the course are to identify the essence and principles of e-business; conduct a comparative analysis of e-commerce and traditional commerce; study methods for evaluating the effectiveness of e-commerce systems; master various types of e-business strategies; and analyze innovative e-business models in Ukraine and abroad.

### 3. Soft skills:

- understand the mechanisms of companies entering global marketplaces and the specifics of e-commerce;
- evaluate the effectiveness of e-commerce systems;

- be able to switch between the local market and the global digital space, understanding the cultural differences of online consumers;
- be able to develop digital transformation strategies in various areas of international business.

#### 4. Structure of the educational component.

Names of content modules and topics	Total	Lec.	Sem.	Indep. work	Cons.	Form of control/ Max points
<b>Content module 1.</b> Theoretical foundations of the environmental transformation of business						
Topic 1. The emergence and development of e-business	14	1	2	10	1	DS/7
Topic 2. The role of the Internet in the development of e-business	13	1	2	10	-	DS/7
Topic 3. Types of e-business	14	1	2	10	1	DS/7
Topic 4. E-commerce as a component of e-business	14	1	2	10	1	DS/7
Topic 5. E-commerce models	13	1	2	10	-	DS/7
Total for module 1	68	5	10	50	3	35
<b>Content module 2.</b> Practical aspects of environmental transformation of business						
Topic 6. Effectiveness of e-commerce systems	16	1	2	12	1	DS/7
Topic 7. Types of e-business strategies	16	1	2	12	1	DS/7
Topic 8. Foreign experience in developing e-business strategies	17	1	2	12	2	DS/7
Topic 9. Development of e-business in Ukraine	33	2	4	24	3	DS/14
Total for module 2	82	5	10	60	7	35
INDT						INDT / 30
<b>Total hours:</b>	150	10	20	110	10	100

Form of control: DS – discussion, INDT / IRS – individual task / individual work of the applicant for education.

#### 5. Tasks for self-study.

1	Preparation for the discussion (seminar) on the topic “The emergence and development of e-business”
2	Preparation for the discussion on the topic “The role of the Internet in the development of e-business”
3	Preparation for the discussion on the topic “Types of e-business”
4	Preparation for the discussion on the topic “E-commerce as a component of e-business”
5	Preparation for the discussion on the topic “E-commerce models”
6	Preparation for the discussion on the topic “Effectiveness of e-commerce systems”
7	Preparation for the discussion on the topic “Types of e-business strategies”

8	Preparation for the discussion on the topic “Foreign experience in developing e-business strategies”
9	Preparation for the discussion on the topic “Development of e-business in Ukraine”
10	Completion of the INDT “Conduct an analytical study of the activities of a company engaged in e-business on the global (national) market and determine the company's development strategies. It is necessary to analyze literature and analytical reports from the company's official website. The choice of company is made by the student independently in agreement with the group and the teacher”.

#### IV. Grading Policy

Class attendance is a compulsory component. If the student is absent during the seminar for valid reasons, he/ she can complete the seminar in the handwritten form. For objective reasons (for example, illness, employment, internship), training can take place online upon agreement with the dean’s office (platform Microsoft Teams). The maximum number of absences allowed without a valid reason is 2.

The compliance with the norms of the Code of Academic Integrity of VNU (<http://surl.li/aagxg>) during the study process is mandatory. Assignments that are submitted late without valid reasons will receive a lower grade. Rescheduling seminar topics or completing assignments for ongoing assessment is possible if there are valid reasons (e.g., sick leave).

Assignments that are submitted late without reason will be graded at a lower score (75% of the maximum possible points for the activity). The repassing of modules takes place with the teacher's permission if there are reasons (for example, sick leave). It is possible to enroll the results of formal or non-formal education as separate topics or content modules of the course in accordance with the Regulations of the University (<http://surl.li/sbwzdh>).

The maximum number of points for studying the course is 100, including:

- up to 70 points for participation in discussions during seminar classes (up to 7 points for each seminar) (Module 1);
- up to 30 points for completing the INDT (Module 2).

The required minimum for successful completion of the course is 60 points.

Module 1 – participation in seminars (max = 70 points)										Module 2	Max Sum
Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 9	INDT	
Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Sem 7	Sem 8	Sem 9	Sem 10		
7	7	7	7	7	7	7	7	7	7	30	100

#### V. Final control

The form of final control is a pass or fail credit. The pass credit is assigned to the applicant automatically if he/she has completed all types of works provided for by the syllabus of the educational component and received 60 or more points. In the case when a student scored less than 60 points, he/she takes a pass/fail test during the liquidation of academic debt. In this case, the points scored during the semester assessment are canceled. The maximum number of points a student can get during the liquidation of academic debt is 100. Retaking the pass/fail test is allowed no more than twice for each educational component: once – to the teacher, the second time – to the commission created by the dean of the faculty (see the Regulations on the current and final assessment of the knowledge of students at Lesya Ukrainka Volyn National University – <http://surl.li/ddfha>).

#### List of questions for credit

1. The essence and content of e-business.
2. Principles of e-business functioning.
3. Characteristics of e-business.

4. Main stages of e-business development.
5. Current trends in e-business development.
6. Virtual private networks.
7. The Internet as the basis of e-business.
8. A substantive description of e-commerce.
9. Electronic financial services.
10. Electronic brokerage services.
11. Electronic auctions.
12. Electronic recruiting.
13. Electronic insurance services.
14. Electronic marketing.
15. Electronic advertising.
16. Electronic consulting.
17. Electronic education.
18. Electronic logistics.
19. Comparative analysis of e-commerce and traditional commerce.
20. Advantages and disadvantages of e-commerce.
21. International experience in the legal regulation of e-commerce.
22. Development of e-commerce in international business.
23. General characteristics of e-commerce models and features of their implementation.
24. Basic models of e-commerce.
25. Delivery methods in different e-commerce business models.
26. Methods for evaluating the effectiveness of e-commerce systems.
27. Evaluating the integration of e-commerce with the enterprise information system.
28. Marketing indicators of the effectiveness of e-commerce systems.
29. Features of developing an e-business strategy.
30. E-business marketing strategies.
31. Mobile e-business.
32. Social media strategies.
33. Innovative strategies of companies in e-business.
34. Development of modern e-business in various areas of international business.
35. Features of e-business strategy formation using the example of individual companies (Amazon, Google, Microsoft, Apple, Oracle, Alibaba, Intel, Alphabet, Meta).
36. Prerequisites for the establishment of e-business in Ukraine.
37. Application of innovative e-business models in Ukraine.
38. Legal regulation of e-commerce in Ukraine.
39. Development strategies for Ukrainian online trading platforms.
40. Prospects for the development of e-business in Ukraine.

#### **Grading scale**

<b>Score in points</b>	<b>Linguistic assessment</b>
90 – 100	Pass
82 – 89	
75 - 81	
67 -74	
60 - 66	
1 – 59	Fail (retake required)

**Scale of assessment of knowledge of students in the specialties "Medicine", "Dentistry", "Pharmacy", "Therapy and Rehabilitation"**

Score in points	Linguistic assessment
170–200	Pass
150–169	
140–149	
130–139	
120–129	
0–119	Fail (retake required)

## VI. Recommended Reading and Internet Resources

### Mandatory

1. Information Technology and Business Process Modeling: Textbook / O. M. Tomashevsky, G. G. Tsehelik, M. B. Viter, V. I. Dubuk. Kyiv: TUL, 2023. 296 p.
2. Dmitrieva, V. A. Online technologies in e-business: textbook. Dnipro: Lira, 2022. 178 p. URL: <https://surl.li/qfopgm>
3. Aliani A. Ratna R. Beginner’s Manual on Digital Marketing and E-Commerce. UNESCAP South and South-West Asia Office. 2022. 144 p. URL: <https://surl.li/glsaih>
4. Kokot S. Digitalise Your Business. Digital strategies for micro, small and medium-sized businesses. International Labour Office. Switzerland. 2022. 76 p. URL: [https://www.ilo.org/sites/default/files/wcmsp5/groups/public/@ed\\_emp/@emp\\_ent/@ifp\\_seed/documents/publication/wcms\\_914727.pdf](https://www.ilo.org/sites/default/files/wcmsp5/groups/public/@ed_emp/@emp_ent/@ifp_seed/documents/publication/wcms_914727.pdf)
5. Kraus K. M., Kraus N. M., Manzhura O. V. E-commerce and Internet Trade: Teaching Manual. Kyiv: Agrar Media Group, 2021. 454 p. URL: [https://elibrary.kubg.edu.ua/id/eprint/37044/1/Kraus\\_Elektronna\\_komertsiiia\\_2021.pdf](https://elibrary.kubg.edu.ua/id/eprint/37044/1/Kraus_Elektronna_komertsiiia_2021.pdf)

### Supplementary

6. Semykina M.V., Dmitrishin B.V., Savelenko G.V. Digitalization of the economy as a driver of intellectual business and e-commerce development. Bulletin of the Volodymyr Dahl East Ukrainian National University. 2025. No. 3 (289). Pp. 74–86. DOI: <https://doi.org/10.33216/1998-7927-2025-289-3-74-86%20>
7. Pavlova O., Skorokhod I., Karlin M., Mokhnyuk A., Bilo I. Theoretical and methodological approaches to the essence of digital technologies in logistics: innovations, strategies, and challenges in the modern economy. Scientific innovations and advanced technologies. 2025. No. 7(47). P. 672-688. DOI: [https://doi.org/10.52058/2786-5274-2025-7\(47\)-672-688](https://doi.org/10.52058/2786-5274-2025-7(47)-672-688)
8. Skorokhod I. S. Business process management in IT companies in the context of digital transformation of society. Black Sea Economic Studies. 2024. Issue 90. Pp. 47-51 DOI: <https://doi.org/10.32782/bses.90-7>
9. Aklyushina M., Islamova A., Biyuk V. Prospects for the development of the digital economy in Ukraine. Economy and Society. 2024. Issue 61. URL: <https://doi.org/10.32782/2524-0072/2024-61-11>
10. Dashko I.M., Mikhailichenko L.V. Digitalization of the economy as a new reality for Ukraine in today's conditions. Economic Space. 2024. Issue 190. Pp. 237-241. DOI: <https://doi.org/10.32782/2224-6282/190-43>
11. Dmytryshyn B.V., Sysolina N.P. Software for assessing and managing e-business risks. Central Ukrainian Scientific Bulletin. Economic Sciences. 2024. Issue 12(45). Pp. 244-252.
12. Sadchikova, I., Tarasenko, A., Dubyna, M. Theoretical justification of the essence of the concept of “e-commerce.” Economy and Society. 2023. Issue 53. DOI: <https://doi.org/10.32782/2524-0072/2023-53-36>

13. Berezovska L., Kirichenko A. Development of e-commerce in Ukraine and the EU. *Economy and Society*. 2022. Issue 42. DOI: <https://doi.org/10.32782/2524-0072/2022-42-15>
14. Matsyshyna O., Smerichevska S. An integrated approach to strategic supply chain management in the digital economy. *Business, Innovation, Management: Problems and Solutions*. 2022. pp. 78-79. URL: <https://confmanagement-proc.kpi.ua/article/view/271608>
15. *E-business (E-commerce): textbook* / A. M. Grekhov Kyiv: Kondor, 2021. 302 p.
16. *Information systems in management: textbook* / V. O. Novak, V. V. Matveev, V. P. Bondar, M. O. Karpenko. 2nd ed. Kyiv: Karavela, 2021. 536 p.
17. *The Internet in Marketing: Textbook* / I. V. Boichuk, O. M. Muzyka; Ministry of Education and Science of Ukraine, Ukrkoopspilka, LTEU. Kyiv: TUL, 2021. 511 p.
18. Oleshko T. I., Popyk N. V., Makodzeba D. O. Application of innovative business models in Ukraine. *Economy and Society*. 2022. Issue 37. URL: <https://www.economyandsociety.in.ua/index.php/journal/article/download/1256/1211>
19. *Information technologies in business. Part 1: Textbook.* / [Shevchuk I. B., Starukh A. I., Vaskiv O. M. et al.]; edited by I. B. Shevchuk. Lviv: Publishing House of NNVK "ATB", 2020. 455 p.
20. *On Electronic Commerce: Law of Ukraine No. 675-VI dated September 3, 2015.*
21. *E-commerce sales of enterprises by NACE. 2025.* URL: [https://ec.europa.eu/eurostat/databrowser/view/isoc\\_ec\\_eseln2/default/table?lang=e](https://ec.europa.eu/eurostat/databrowser/view/isoc_ec_eseln2/default/table?lang=e)
22. *The Economist. Artificial intelligence is permeating business at last. The Economist.* URL: <https://www.economist.com/business/2022/12/06/artificial-intelligence-is-permeating-business-at-last>
23. *Global Entrepreneurship Monitor, official website.* URL: <https://www.gemconsortium.org/>
24. *World Trade Organization, official website.* URL: <https://www.wto.org/>
25. *United Nations Conference on Trade and Development, official website.* URL: <https://unctad.org/>