

DESCRIPTION OF STUDY COURSE

Course unit title	Business in the Digital Environment	
Programme	Bachelor International Finance	
Year of study	4 th year	
Academic year	2022/2023	
Level of course unit (e.g. first, second or third cycle)	First, Bachelor's study	
Course unit code	BFa047	
Name of lecturer(s)	Eduards Akšņņenko	
Number of ECTS allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS	
Credit points	2 CP	
Language of instruction	English	
Type of course unit (compulsory, optional)	Optional	
Semester when the course unit is delivered	7	
Mode of delivery	Face-to-face	
Aim of Course	This course is intended to supply students with an overview of the electronic commerce and digital marketing. Using a managerial and theoretical perspective, this course focuses on key issues related to online business including strategy development, platforms, current and emerging technologies, pricing, distribution channels, promotion, and advertising.	
Preliminary knowledge (prerequisites and co-requisites)	Computer science, Entrepreneurship , Marketing	
Course Contents	<ol style="list-style-type: none"> 1. E-commerce and e-business basic concepts. 2. E-commerce business models. 3. E-commerce infrastructure. 4. Platforms in e-commerce 5. Digital marketing and advertising tools 6. M-commerce 7. Development of e-commerce and digital marketing strategy 	
Planned learning activities and teaching methods	Students attends classes; performs assignments, participates in class discussions and group works, presents assignment. Total course evaluation consists of 20% of participation in class discussions, 20% group and 10% individual assignments, 50% group work exam.	
	Teaching methods	Student workload
	Lectures	10
	Practical assignments	10
	Case study, class discussion	24
	Assignment/Preparation of presentation	16
Independent work	20	

	Total 80 hours																																								
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. To gain understanding of the theoretical basis of e-commerce and its practical application in the analysis of different business models. 2. To acquire skills to analyze e-commerce mechanisms, infrastructure and tools. 3. To gain knowledge and skills in the research on products and their online trade, as well as to apply them in practice by analyzing the existing solutions and proposing their improvements, or designing new solutions. 4. To develop a critical and constructive attitude necessary for efficient analysis, design, improvement and implementation of digital marketing tools and channels. 5. To create a strategy for business in digital environment. 																																								
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Learning outcomes</th> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> <th>5.</th> </tr> </thead> <tbody> <tr> <td>The form of assessment</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Class discussions and assignments</td> <td>.</td> <td>.</td> <td>.</td> <td>.</td> <td>.</td> </tr> <tr> <td>Group assignment and presentation</td> <td></td> <td></td> <td>.</td> <td></td> <td></td> </tr> <tr> <td>Home assignment</td> <td></td> <td>.</td> <td></td> <td>.</td> <td></td> </tr> <tr> <td>Group work exam</td> <td>.</td> <td>.</td> <td>.</td> <td>.</td> <td>.</td> </tr> </tbody> </table>					Learning outcomes	1.	2.	3.	4.	5.	The form of assessment						Class discussions and assignments	Group assignment and presentation			.			Home assignment		.		.		Group work exam
Learning outcomes	1.	2.	3.	4.	5.																																				
The form of assessment																																									
Class discussions and assignments																																				
Group assignment and presentation			.																																						
Home assignment		.		.																																					
Group work exam																																				
Recommended or required reading	<p>Required reading:</p> <ol style="list-style-type: none"> 1. Chaffey, D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, 6/E, Prentice Hall, 2014, 800 pp 2. Laudon, Kenneth C. and Traver, Carol (2014) E-Commerce Essentials, 1st ed., Prentice Hall. 3. Laudon, Kenneth C. and Traver, Carol (2019) E-Commerce 2019: Business, Technology and Society (15th Edition), Prentice Hall. 4. Turban, E., King, D., Lang, J., Introduction to Electronic Commerce, 4/E, Prentice Hall, 2017, 928 pp. <p>Recommended reading:</p> <ol style="list-style-type: none"> 1. Brown, Bruce C. (2016) How to use the Internet to advertise, promote, and market your business or website-- with little or no money, 3/E, Atlantic Pub. Group. 2. Kelly, N., How to measure social media. QUE: Pearson education, 2013, 342 pp 3. Tuten, T.L., Solomon, M.R., Social media marketing. 3/E, East Caroline university: Pearson education international, 2017, 826pp 																																								
Recommended optional programme components	To be agreed at the start of the course.																																								

Lecturer

_____/E. Aksjonenko/