

Abstract to Discipline Course Plan
"Internet Entrepreneurship"

Purpose of study	<p>1.1 The purpose of the discipline: formation of competencies in the field of management in the Internet sphere, understanding of the key parameters affecting the development of companies in this area, mechanisms for promoting their services, creating a competitive product for the consumer.</p> <p>1.2 Objectives of the discipline: to form students' understanding of the process of creating a viable start-up; to familiarize students with the models and tools of an entrepreneur in relation to enterprises operating in the Internet sphere; to form practical skills in the field of Internet project management and small enterprise development in the Internet segment.</p>
Place of discipline in the academic program	U1.C.ED.1.1*
Competencies to be acquired	
Acquired knowledge, skills and abilities	<p>Know:</p> <ul style="list-style-type: none"> - practical aspects of organising a company's work in the internet sphere - specifics of consumer behavior and marketing aspects of internet entrepreneurship - basic business models of companies working in the internet sphere - tools for market research and analysis, decision making in operational management of Internet enterprises - entrepreneurship models and tools for companies operating in the Internet sphere - peculiarities of the process of creating a viable startup. <p>Be able to:</p> <ul style="list-style-type: none"> - identify the data needed to solve the identified research tasks in management - use methods, techniques, tools to create an internet campaign - collect data, both in the field and from the main sources of social and economic information: reports of organisations of different forms of ownership, departments, etc., databases, journals, etc., to analyse and process this data - present the results of the study in the form of a report on a management consulting project - develop corporate strategy, business strategy and functional strategies for the organisation - generate fundamentally new ideas and products, be creative and enterprising <p>Have the following skills and (or) experience:</p> <ul style="list-style-type: none"> - identify the data needed to solve the identified research tasks in management - use methods, techniques, tools to create an internet campaign - collect data, both in the field and from the main sources of social and economic information: reports of organisations of different forms of ownership, departments, etc., databases, journals, etc., to analyse and process this data - present the results of the study in the form of a report on a management consulting project - develop corporate strategy, business strategy and functional strategies for the organisation - generate fundamentally new ideas and products, be creative and enterprising
Content of the discipline	Unit 1: "Organisational Aspects of Establishing an Internet Enterprise". Unit 2. "Evaluating the Market Opportunities of the Enterprise". Unit 3. "Startup Metrics and Product Economics".
Educational activities	Laboratory, independent work.
Information, instrumental and software tools used	Microsoft Office, Microsoft Windows, 7-Zip, AcrobatReader Law reference system "ConsultantPlus" (the installed resource of Altai State University or http://www.consultant.ru/).
Midterm evaluation	Credit

*(U- unit, C-compulsory discipline, ED- elective discipline)