

E-Business Dual Degree Master Program

Required courses

Research skills

This study discipline introduces basics of scientific research work while integrating and systematizing achievements and knowledge of history, philosophy, sociology, psychology, law, ethics, management, informatics and other sciences. The aim of this discipline is to prepare students for writing master thesis and further scientific research works. The main topics of scientific recognition, scientific research preparation, scientific methods, data collection and analysis are introduced during this course.

Business English

The Business English Course is targeted at developing the business language components, including business environment, business presentations, marketing, sales, advertising, negotiations, cross-cultural communication, finances etc. Business English students will gain a broad perspective on the business world today, while at the same time developing fluency in English.

Human Resource Management

This course examines the role of the human resource as a strategic partner in managing the organization. Key functions of the human resource professional such as recruitment, selection, development, appraisal, retention, compensation, motivation, performance management, personnel training and development, conflict management, dismissals, RA labour code are examined. The knowledge and skills of employees as constantly evolving and the importance of new capabilities, knowledge and skills development of employees are addressed.

Project Management

The use of projects and project management is becoming more and more important for all kinds of organizations and business activities. Businesses regularly use project management to accomplish unique outcomes under the constraints of resources, and project management turn to be one of essential ways of achieving an organization's strategy. This is applicable for Armenia as well. Nowadays the development of our economy, implantation of new projects and plans to start regional and multinational project in South Caucasus, makes Project Management as a necessary tool to learn.

The course uses the project life cycle as the organizational guideline, and contents will cover the whole process of project management, including project initiation, project planning, project implementation and project termination. We will study the characteristics of project and project management, look at how to define a project, how to organize a project, how to plan a project, how to implement, trace and control a project, and how to terminate and post-evaluate a project. The course will be taught in the way of lecturing, discussing, case analyzing, and class exercising.

At the end of the course the students should submit a project plan in the field of their specialization (for instance e-business, accounting and audit etc).

Market Research

The course is aimed equipping students with research skills and methods and covers the following major topics: (i) Research as a Process, (ii) Secondary Data Analysis, (iii) Types of Research Methods, (iv) Analyzing Primary Data, (v) Mixed Research Methods, (vi) Conducting Surveys, (vii) "Fieldwork" and Online Surveys, (viii) Data Quality.

Financial Management

The objective of the course is to introduce the students to the fundamentals of financial and accounting management. The whole course will concentrate on four main topics: (i) Group financial statements, (ii)

Formulation of financial strategy, (iii) Financing decisions, (iv) Analysis and interpretation of financial accounts.

Electronic Commerce

Throughout the course the following major subjects are covered: Conception of electronic commerce (e-commerce), business digitalization, E-commerce models, value creation in e-commerce, nature of electronic markets, segmentation of electronic markets, e-commerce influence on intermediation, e-commerce in the competitive advantages development, marketing decisions in e-commerce, virtual communities, e-commerce systems and e-merchandizing, B2B e-commerce, B2C e-commerce, legal aspects of e-commerce etc.

Strategic Management

The course is designed to help the participants gain a better understanding of some of the most critical issues in the field of strategic management today. Strategy formulation, implementation and evaluation principles and methods are the cornerstones of the course. For the students specializing in e-business the course readings and cases will be assigned in the mentioned field and will be concentrated in E-business strategy and decisions, as well as theoretical models and positive practical experiences of the e-business strategy creation.

Business Planning

This Business Planning course provides a thorough grounding in how to create, measure and implement a business plan. Students will address the key strategic, planning and budgetary issues for implementing a successful business plan and have the opportunity to review the initial stages of their own plans. In case if the students come up with real ideas and will have the desire to implement the idea, they will get EIU support in the framework of University Business Incubator (free consultancy, infrastructure etc.).

Special Topics in Management and Technology

This is an advanced course in selected issues in the theory and application of management and technology. Actual topics and cases may vary from term to term and each topic will cover a different expert who are free to choose the method of teaching: debate, case study, discussions etc.. No independent work is required. The course consists of 12 in class meetings are.

Examples of the themes that might be included are: emerging new technologies, managing the R&D function, the impact of technology on jobs and workers, accelerating product developments, managing corporate alliances, managing with influence, implementing ethics in organizations, issues in leadership, competition in transition, privatization, transition & change management, globalization, transition in BRIC countries etc.

Specialization Courses

Legal environment of Electronic Business

Special attention is given to the aspects of legal regulation of electronic commerce, to the experience of the European Union states and international organisations in regulating the contractual relations in the electronic environment. Students are familiarised with: form of an electronic contract, legal recognition of electronic data, participants in electronic commerce, their obligations and responsibility. Special focus is made on the peculiarities of: electronic signature, its legal regulation and its value of evidencing; taxation of electronic commerce; electronic payment methods

Electronic Government and Electronic Services

The electronic government and electronic services implementation and its managing instruments and the models of electronic government services, that are created and being analyzed by worldwide scientists, aim at seeking solutions and their alternatives for more efficient public services provision. The years of establishment of the models being analyzed in this course reflecting the recent development trends of models of electronic government services show that the subject matter of the models of electronic

government services is relevant and fairly new worldwide. Issues and their solutions concerning the efficient electronic government services provision occur worldwide and are stressed in this course.

In this program participants will develop an understanding of technology, organizational and policy issues related to eGovernment, an insight on eGovernment 'gaps' and how to overcome them, a direction for eGovernment involving stakeholders and aiming to improve performance, the managerial and leadership skills to exploit the eGovernment potential, how to use eGovernment infrastructures to boost e-commerce projects.

Management of Technological Innovation

Objective of the course is to provide students with the knowledge on technological innovation management theory and practical implementation of technological innovation in organizations. Course content is comprehensive and has an interdisciplinary structure. The course deals with theoretical aspects of technological innovation management, discusses the basic concepts and processes. It analyzes the management of technological innovation, such components as technology transfer, knowledge-based economy, technological innovation, technological innovation-friendly environment and others. The practical dimension of the course focuses on real case studies and team project work. The course also deals with the state's role in promoting technological innovation in business enterprises. Course aims to equip students with theoretical and practical knowledge of specific innovative activity, in which the main source of innovation is scientific or technological knowledge.

Students will acquire skills in practical application of technological innovation management techniques in business activities, know and be able to choose the proper method of technology acquisition, know and be able to ensure the proper implementation of technological innovations in business enterprise, will be able to manage innovative projects.

Entrepreneurship in Cyberspace

Technological entrepreneurship is emerging as the advanced form of entrepreneurship, which is one of the key activities in the modern society. Aim of this subject is to provide advanced knowledge on how the technologies affect and enable entrepreneurship, as well as specialized skills on developing technology oriented entrepreneurial ventures. The subject focuses on developing advanced practical skills in launching and evaluating technology based business ventures, fine-tuning specific technology oriented business models and strategies. The course covers technological entrepreneurship, advanced business process management in entrepreneurial technology ventures. Peculiarities for technology, especially internet based businesses, are reviewed and analyzed. In addition, the newest scholarly work on technological entrepreneurship is presented.

E-marketing

Objective of the course is to provide students knowledge about the participating members of e-marketing, consumer behavior in the virtual environment, segmentation, principles in e-marketing tools (banners, websites, e-mailing, viral marketing, context advertisements, activities in the social networks etc.), technologies for web marketing, website design specifics, classification for websites, quality assurance and measuring methods, planning the e-marketing campaign.

E-Business Information systems

The course is aimed at developing the understanding of infrastructure of electronic business information systems, comparison of BMIS systems in the market, creating requirements of customers for BMIS. The core topics covered in the framework of the course are (i) Differences between databases and information systems, (ii) Information system life cycle, (iii) Data warehouses and data mining techniques, (iv) Business information systems, (v) e-business models, (vi) Database management system, (vii) Customer relationship management, (viii) Decision support system, (ix) Electronic data processing and Knowledge management etc.

Electives

Innovations and Intellectual Property in Cyberspace

Innovations and intellectual property discipline reviews interaction of innovations and intellectual property, examining intellectual property and other mechanism to promote innovations, also such endogenous factors as investments in scientific research, technologies, communications, commercialization, as well as intellectual property management specifics. Students will become familiar with the phenomenon of innovations, intellectual property, their basic concepts and forms, also with different ways (legal and technical) to protect invented technologies and other objects of intellectual property. Factors influencing the evolution of intellectual property value, main intellectual property generations and the promotion of intellectual property protection strategies in modern business and governmental environments will be addressed.

Electronic banking

The course aimed at presenting the recent developments of electronic banking. It is important to analyze the situation of electronic banking, to identify the lacks and possibilities to minimize them. The problem of research - what is the situation of electronic banking practice, what are the shortcomings and how they should be minimized seeking for further development of electronic banking. Throughout the course students will reveal the practice of electronic banking in the world on the basis of scientific studies and analysis of empirical data. The course is covers the aspects of electronic banking principles.

Administration of Virtual Networked Organizations

The combined forces of the Internet, global communication, and advances in information technology make the form of networked organization more feasible, effective and necessary. The aim of the course is to introduce main principles of networked organization management and prepare professionals who can successfully supervise them. The students learn to start up a networked organization and to use networked organization technology to improve the situation analysis and strategic planning for enhancing performance of the organization. Students are trained to arrange optimal organizational structure (including adaptive regulation), to work effectively in anonymous self managing teams, develop skills in decision generating and decision making, they also must learn basic self-managing skills for effective personal communicate, to develop the whole team including training in group problem solving, to map ideas, to give and receive feedback, to monitor action plans.