



Innovative ICT Education for Social-Economic Development (IESED)
574283-EPP-1-2016-1-LT-EPPKA2-CBHE-JP

MANAGEMENT OF E-BUSINESS

Minsk 2017

1. COURSE PLAN

Year of study	Semester	Academic hours					Hours of course work	ECTS	Number of hours
		Total	Lectures	Lab	Practice/ seminar	Independent work			
4	7	82	20	8	28	26		3	Full-time
5	9	82	8	4	8	62		3	Part-time

2. COMPETENCIES

To be able to apply basic scientific and theoretical knowledge to solve practical problem.

To be able to generate new ideas focusing on creativity, critical thinking, communication and collaboration.

3. COURSE GOAL

To form the skills in project management processes of different scale in the electronic business (EB).

COURSE OUTCOMES

After completing this course student will be able to:

- work independently and in a team;
- manage E-business and departments of E-business of non-network companies.

4. COURSE CONTENT (FULL TIME)

№	Name of the topic	Number of academic hours					Form of knowledge control
		TOTAL	Lectures	practical tasks	labs	Independent work	
1	2	3	4	5	6	7	8
1	Introduction to management of e-business. E-business and its place in the modern economy. The principles of functioning and development of the network economy.	6	2	2		2	<ul style="list-style-type: none"> • Written assignments in the learning portal. • The forum.
2	Models of electronic business. The structure of the electronic market. Forms of interaction of participants of the market: electronic trading platform. Model of interaction of participants of the electronic market.	6	2	2		2	<ul style="list-style-type: none"> • Written assignments in the learning portal. • The forum.
3	Features of management of electronic Commerce in various business areas. Electronic Commerce (EC) as a form of doing business. Factors of development of e-Commerce. Components of e-Commerce. Electronic transactions and their classification. Electronic financial market structure. Sales and purchases in electronic business.	6	2	2		2	<ul style="list-style-type: none"> • Written assignments in the learning portal. • The forum.
4.	Management of web content.	8	2	4		2	<ul style="list-style-type: none"> • Written

№	Name of the topic	Number of academic hours					Form of knowledge control
		TOTAL	Lectures	practical tasks	labs	Independent work	
1	2	3	4	5	6	7	8
	Create and maintain web content e-business. Ways of implementing web content. The content of the corporate website. The types of textual information on the website and work with them. The choice of the external developer's website. Duties and responsibilities the web editor. The development of the concept of the Web site.						assignments in the learning portal.
5.	Team management in the field of electronic business. The concept of "Internet project". Organization of work on the site. Objectives and target groups. System management of it-projects. Data management	12	2	8		2	• Written assignments in the learning portal.
6	The electronic payment system. Basic concepts and classification of payment systems. Examples of payment systems. Legal aspects of electronic money. The legal nature of "Yandex.Money" and WebMoney.	8	2	2		4	• Written assignments in the learning portal.
7	The promotion of products and services on the Internet. Tools to promote products. Peculiarities of advertising in the Internet. The main means of advertising. Concept and types of banners. Search engines and electronic directories. Stages of user interaction with the advertisement. Building interactive relationships.	12	2	2	4	4	• Written assignments in the learning portal.
8.	Normative-legislative regulation of e-business. Legal aspects of e-business. The regulation of intermediary activities in e-Commerce. Legal support of e-Commerce in the Republic of Belarus. Legal reference and reference and analytical system. Description of the system "Business-info". Characteristics of the system "Consultant-plus".	12	2	2	4	4	• Written assignments in the learning portal.
9.	Management problems of electronic business. Basic concepts of efficiency of e-business. The methodology for assessing the effectiveness of e-business. Performance indicators: economic, organisational, communication. The concept of e-business security. The objects of protection in electronic business. Components and security objectives. Principles and security practices. The types of threats and methods to protect electronic business.	6	2	2		2	• Written assignments in the learning portal. • Testing.
10.	Trends and prospects of e-business. Trends in the development of e-business systems. Perspective directions of development of business online. The state program of support of development of the network economy. Features of creation of startups in the sphere of information computer technologies. Sales forecasting, assessment of the cost of design and development of e-business systems. Relationships with investors, partners and competitors.	6	2	2		2	• Written assignments in the learning portal. • Testing.
	Total	82	20	28	8	26	

5. COURSE CONTENT (PART TIME)

№	Name of the topic	Number of academic hours					Form of knowledge control
		TOTAL	Lectures	practical tasks	labs	Independent work	
1	2	3	4	5	6	7	8
1	Introduction to management of e-business. E-business and its place in the modern economy. The principles of functioning and development of the network economy.	5.5	0.5	0.5		4.5	<ul style="list-style-type: none"> • Written assignments in the learning portal. • The forum.
2	Models of electronic business. The structure of the electronic market. Forms of interaction of participants of the market: electronic trading platform. Model of interaction of participants of the electronic market.	5.5	0.5	0.5		4.5	<ul style="list-style-type: none"> • Written assignments in the learning portal. • Testing.
3	Features of management of electronic Commerce in various business areas. Electronic Commerce (EC) as a form of doing business. Factors of development of e-Commerce. Components of e-Commerce. Electronic transactions and their classification. Electronic financial market structure. Sales and purchases in electronic business.	8.5	0.5	1		7	<ul style="list-style-type: none"> • Written assignments in the learning portal. • Testing.
4.	Management of web content. Create and maintain web content e-business. Ways of implementing web content. The content of the corporate website. The types of textual information on the website and work with them. The choice of the external developer's website. Duties and responsibilities the web editor. The development of the concept of the Web site.	8.5	0.5	1		7	<ul style="list-style-type: none"> • Written assignments in the learning portal.
5.	Team management in the field of electronic business. The concept of "Internet project". Organization of work on the site. Objectives and target groups. System management of IT-projects. Data management.	9	1	1		7	<ul style="list-style-type: none"> • Written assignments in the learning portal.
6	The electronic payment system. Basic concepts and classification of payment systems. Examples of payment systems. Legal aspects of electronic money. The legal nature of "Yandex.Money" and WebMoney.	8	1	1		6	<ul style="list-style-type: none"> • Written assignments in the learning portal.
7	The promotion of products and services on the Internet. Tools to promote products. Peculiarities of advertising in the Internet. The main means of advertising. Concept and types of banners. Search engines and electronic directories. Stages of user interaction with the advertisement. Building interactive relationships.	12	1	1	2	8	<ul style="list-style-type: none"> • Written assignments in the learning portal.
8.	Normative-legislative regulation of e-business. Legal aspects of e-business. The regulation of intermediary activities in e-Commerce. Legal support of e-Commerce in the Republic of Belarus. Legal reference and reference and analytical system. Description of the system "Business-info". Characteristics of the system "Consultant-plus".	13	1	1	2	9	<ul style="list-style-type: none"> • Written assignments in the learning portal.
9.	Management problems of electronic business. Basic concepts of efficiency of e-business. The methodology	6	1	0.5		4.5	<ul style="list-style-type: none"> • Written assignments in

	for assessing the effectiveness of e-business. Performance indicators: economic, organisational, communication. The concept of e-business security. The objects of protection in electronic business. Components and security objectives. Principles and security practices. The types of threats and methods to protect electronic business.						the learning portal. • Testing.
10.	Trends and prospects of e-business. Trends in the development of e-business systems. Perspective directions of development of business online. The state program of support of development of the network economy. Features of creation of startups in the sphere of information computer technologies. Sales forecasting, assessment of the cost of design and development of e-business systems. Relationships with investors, partners and competitors.	6	1	0.5		4.5	• Written assignments in the learning portal. • Testing.
	Total	82	8	8	4	62	

6. THEORETICAL CONTENT

№	Names of topics	Content
1.	Introduction to management of e-business.	Theoretical foundations of e-business. E-business and its place in the modern economy. Basic concepts of e-business.
2.	Models of electronic business.	The structure of the electronic market. Forms of interaction of participants of the market: electronic trading platform. Model of interaction of participants of the electronic market. The subject matter and types of transactions. The procedure of organization of trading on the stock exchange. Requirements for stockbrokers. The features of the trading session on the network with remote access.
3.	Features of management of electronic Commerce in various business areas.	The contents and components of e-business. The concept of e-Commerce. Components of e-Commerce. Development factors and benefits of electronic Commerce. Model of e-Commerce. Systems and forms of electronic Commerce. Characteristics of the systems B2B, B2C, C2C, B2G, Types of support information systems of e-Commerce. Electronic financial market structure.
4.	Management of web content.	Create and maintain web content e-business. Ways of implementing web content.
5.	Team management in the field of electronic business.	The concept of "Internet project". Organization of work on the site. Objectives and target groups. Sales and purchases in electronic business. The content of the corporate website. The types of textual information on the website and work with them. The choice of the external developer's website. Duties and responsibilities the web editor.
6.	The electronic payment system.	Basic concepts and classification of payment systems. Examples of payment systems. Requirements for payment systems. Payment system based on cards. The types of cards. Payment system based on digital money. Legal aspects of electronic money. The legal nature of "Yandex.Money" and WebMoney. Криптовалюты.
7.	The promotion of products and services on the Internet.	Tools to promote products. The basics of Internet marketing. The use of the Internet in marketing activities. Peculiarities of advertising in the Internet. The development of Internet marketing. Trends in the development of e-business systems.
8.	Normative-legislative regulation of e-business.	Legal aspects of e-business. The use of outsourcing and outstaffing services in e-business models. Model BYOD. Legal regulation in the sphere of e-business. Legal support of e-Commerce in the Republic of Belarus. International experience of regulation of e-Commerce. Legal and informational-analytical system feature and functionality to e-business. Characteristics of the system "Business-info", "Consultant plus",

		"standard". Mobile apps legal systems. On-line legal system.
9.	Management problems of electronic business.	Basic concepts of efficiency of e-business. The methodology for assessing the effectiveness of e-business. Performance indicators: economic, organisational, communication. The concept of e-business security. The objects of protection in electronic business. Components and security objectives. Principles and security practices. The types of threats and methods to protect electronic business.
10.	Trends and prospects of e-business.	Trends in the development of e-business systems. Perspective directions of development of business online. The state program of support of development of the network economy. Features of creation of startups in the sphere of information computer technologies. Sales forecasting, assessment of the cost of design and development of e-business systems. Relationships with investors, partners and competitors.

7. PRACTICAL CONTENT

№	Name of the practical assignment	Content
1.	Introduction to management of e-business.	The oral survey. Round table "the Evolution of e-business in the Republic of Belarus".
2.	Models of electronic business.	Round table "peculiarities of development of e-business models in the Republic of Belarus".
3.	Features of management of electronic Commerce in various business areas.	Analysis of e-Commerce in the Republic of Belarus.
4.	Management of web content.	Create and maintain web content electronically on business in the Republic of Belarus. Ways of implementing web content in the Republic of Belarus.
5.	Team management in the field of electronic business.	The creation of the Internet project (team work, team play).
6.	The electronic payment system.	A study of the use of payment systems of various banks of the Republic of Belarus.
7.	The promotion of products and services on the Internet.	Comparative analysis of modern tools of Internet advertising used by the companies of the Republic of Belarus.
8.	Normative-legislative regulation of e-business.	Round table "Problematic issues in legal regulation of e-business in the Republic of Belarus".
9.	Management problems of electronic business.	Round table "Computer fraud and other issues in electronic business in the Republic of Belarus".
10.	Trends and prospects of e-business.	Analysis of tendencies and prospects of development of electronic business in the Republic of Belarus.

8. LABORATORY PRACTICE

№	Name of practical assignment	Content
1.	Normative-legislative regulation of e-business.	The study of technology in the legal system "Consultant Plus", "Business-info" comparative analysis of search and service capabilities.
2.	The promotion of goods and services on the Internet.	A comparative analysis of Internet about the movement used by modern organizations. The definition of product niches on the market of the Republic of Belarus with the use of Google tools.

9. ASSIGNMENT FOR INDEPENDENT WORK

№	Name of the assignment	Content
1	Introduction to management of e-business.	Analysis of the role of information and computer technologies in the information society.

2	Models of electronic business.	A comparative analysis of electronic and traditional business. Model of a combined sales channel. Technology of e-business. Characteristics of segments of the electronic market. Horizontal and vertical models of electronic market B2B. Static and dynamic models of the electronic market B2B. Characteristics of the market. The success factors..
3	Features of management of electronic Commerce in various business areas.	Ecommerce. Study the components of electronic Commerce: virtual banks, electronic stock market/
4	Management of web content.	The main elements of the content model. The processes for creating and main-taining web content. Development of the hierarchical structure of the site. Static sites. Dynamic websites. System web publishing (content management system).
5	Team management in the field of electronic business.	The value of the Internet economy in modern society. Organization of work on the site. The content of the corporate website. The types of textual information on the website and work with them. Markup web pages using the HTML language. The choice of the external developer's website. Duties and responsibilities the web editor.
6	The electronic payment system.	The terms of payment in the electronic Commerce system. A debit system. E-checks. Stages of payments. Electronic money. Storing value in the electronic device. The scheme of payment using digital money. Of the credit system. The completion of the purse. Systems PayCash. Mondex. CyberPlat. CyberCheck. CyberPOS.
7	The promotion of products and services on the Internet.	Advertising using the Internet. Conducting marketing research on the Internet. Sales promotion on the Internet. Prospects for the development of Internet marketing.
8	Normative-legislative regulation of e-business.	European law, European Directive, electronic signature and certification.
9	Management problems of electronic business.	Problems of implementation and maintenance of e-business.
10	Trends and prospects of e-business.	Strategic management of e-business.

11. SYSTEM OF ASSESSMENT OF KNOWLEDGE AND SKILLS (ACCORDING TO THE NATIONAL REQUIREMENTS)

A ten-point scale, depending on the grade and the mark, includes the following criteria:

10 (ten) points, passed:

- systematized, deep and full knowledge on all sections of the curriculum of the institution of higher education in the academic discipline, as well as on major issues that go beyond its limits;
- accurate use of scientific terminology (including in a foreign language), competent, logically correct statement of the answer to questions;
- perfect mastering of the tools of the academic discipline, the ability to use it effectively in formulation and solution of scientific and professional problems;
- the expressed ability independently and creatively to solve complex problems in non-standard situations;
- complete and profound studying of basic, additional literature on the subject of the discipline;
- the ability to freely navigate in theories, concepts and directions on the discipline and give them an analytical assessment, use the scientific achievements of other disciplines;
- creative independent work on practical, laboratory classes, active creative participation in group discussions, high level of the culture of performance of tasks.

9 (nine) points, passed:

- systematized, deep and full knowledge on all sections of the curriculum of the institution of higher education on the academic discipline;
- accurate use of scientific terminology (including in a foreign language), competent, logically correct statement of the answer to questions;
- mastering of the tools of the academic discipline, the ability to use it effectively in formulation and solution of scientific and professional problems;
- ability independently and creatively to solve complex problems in non-standard situations within the curriculum of the institution of higher education on the academic discipline;
- complete studying of basic, additional literature on the subject of the discipline, recommended by the curriculum of the institution of higher education on the discipline;
- the ability to navigate in theories, concepts and directions on the discipline and give them an analytical assessment;
- Systematic, active independent work on practical, laboratory classes, active creative participation in group discussions, high level of the culture of performance of tasks.

8 (eight) points, passed:

- systematized, deep and full knowledge on all sections of the curriculum of the institution of higher education in the academic discipline in the volume of the curriculum of the institution of higher education on the discipline;
- use of scientific terminology (including in a foreign language), competent, logically correct statement of the answer to questions, the ability to make sound conclusions and generalizations;
- mastering of the tools of the academic discipline (methods of complex analysis, information technology), the ability to use it effectively in formulation and solution of scientific and professional problems;
- ability independently to solve complex problems within the curriculum of the institution of higher education on the academic discipline;
- studying of basic, additional literature, recommended by the curriculum of the institution of higher education on the discipline;
- the ability to navigate in theories, concepts and directions on the discipline and give them an analytical assessment;
- active independent work on practical, laboratory classes, systematic participation in group discussions, high level of the culture of performance of tasks.

7 (seven) points, passed:

- systematized, deep and full knowledge on all sections of the curriculum of the institution of higher education on the academic discipline;
- use of scientific terminology (including in a foreign language), competent, logically correct statement of the answer to questions, the ability to make sound conclusions and generalizations;
- mastering of the tools of the academic discipline, the ability to use it effectively in formulation and solution of scientific and professional problems;
- free possession of generic solutions within the curriculum of the institution of higher education on the academic discipline;
- studying of basic, additional literature, recommended by the curriculum of the institution of higher education on the discipline;

- the ability to navigate in basic theories, concepts and directions on the discipline and give them an analytical assessment;
- independent work on practical, laboratory classes, participation in group discussions, high level of the culture of performance of tasks.

6 (six) points, passed:

- sufficiently full and systematized knowledge in the volume of the curriculum of the institution of higher education on the discipline;
- use of the necessary scientific terminology, competent, logically correct statement of the answer to questions, the ability to make sound conclusions and generalizations;
- mastering of the tools of the academic discipline, the ability to use it effectively in solution of scientific and professional problems;
- ability independently to apply generic solutions within the curriculum of the institution of higher education on the academic discipline;
- studying of basic literature, recommended by the curriculum of the institution of higher education on the discipline;
- the ability to navigate in basic theories, concepts and directions on the discipline and give them a comparative assessment;
- active independent work on practical, laboratory classes, periodic participation in group discussions, high level of the culture of performance of tasks.

5 (five) points, passed:

- sufficient knowledge in the volume of the curriculum of the institution of higher education on the discipline;
- use of scientific terminology, competent, logically correct statement of the answer to questions, the ability to make sound conclusions;
- mastering of the tools of the academic discipline, the ability to use it in solution of scientific and professional problems;
- ability independently to apply generic solutions within the curriculum of the institution of higher education on the academic discipline;
- studying of basic literature, recommended by the curriculum of the institution of higher education on the discipline;
- the ability to navigate in basic theories, concepts and directions on the discipline and give them a comparative assessment;
- active independent work on practical, laboratory classes, periodic participation in group discussions, high level of the culture of performance of tasks;
- independent work on practical, laboratory classes, periodic participation in group discussions, sufficient level of the culture of performance of tasks.

4 (four) points, passed:

- sufficient knowledge within the educational standard of higher education;
- studying of basic literature, recommended by the curriculum of the institution of higher education on the discipline;
- use of scientific terminology, logical statement of the answer to questions, the ability to make sound conclusions;
- ability to draw conclusions without essential errors;
- mastering of the tools of the academic discipline, the ability to use it in solution of standard (typical) tasks;

- ability to solve standard (typical) tasks under the guidance of a teacher;
- ability to navigate in basic theories, concepts and directions on the discipline and give them an assessment;
- work under the guidance of a teacher on practical, laboratory classes, the permissible level of the culture of performance of tasks.

3 (three) points, failed:

- insufficient knowledge within the educational standard of higher education;
- studying of basic literature, recommended by the curriculum of the institution of higher education on the discipline;
- knowledge of a part of the basic literature, recommended by the curriculum of the institution of higher education on the discipline;
- use of scientific terminology, presentation of answers to questions with significant, logical errors;
- weak possession of the tools of the academic discipline, incompetence in solving standard (typical) tasks;
- inability to navigate in basic theories, concepts and directions on the discipline;
- work under the guidance of a teacher on practical, laboratory classes, the permissible level of the culture of performance of tasks.
- passivity on practical, laboratory classes, low level of the culture of performance of tasks.

2 (two) points, failed:

- fragmented knowledge within the educational standard of higher education;
- knowledge of individual literary sources, recommended by the curriculum of the institution of higher education on the discipline;
- inability to use scientific terminology of the academic discipline, the presence in the answer rude, logical errors;
- passivity on practical, laboratory classes, low level of the culture of performance of tasks.

1 (one) point, failed:

- lack of knowledge and (competences) within the educational standard of higher education, failure to answer, failure to appear for attestation without good cause.

10. METHODS AND MEANS OF IMPLEMENTATION OF THE CONTENT OF THE EDUCATIONAL PROGRAM AND TRAINING OF EDUCATIONAL, TRAINING AND METHODOLOGICAL MATERIALS

The training will be conducted using interactive methods (round tables, project-based learning) and distance learning technologies, implemented by means of the educational portal MOODLE.

Any user working in the system of distance learning MOODLE, you must have:

1. Access to a personal computer or tablet.
2. Access to the global Internet to obtain educational materials and run tests with connection speed not below 54 kbps.
3. E-mail address.

The software required to operate:

1. Internet browser that supports flash graphics and style sheets: Google Chrome, Opera, Mozilla Firefox and Internet Explorer below 9-th version;

2. Adobe Flash Player plugin latest version from the manufacturer's website <http://get.adobe.com/ru/flashplayer/otherversions/>;

3. Skype for rapid communication with your teacher (neobyazatel).

Обучающиеся будут обеспечены электронными презентациями лекций, электронной и печатной версией раздаточного материала к семинарским и лабораторным занятиям.

Full-time classes, students will learn the discipline directly in the computer lab. During the classes we will use the following software:

№	The name of the software	System requirements for specified software	№ topics of the training-methodological card, to support which will use the specified software	For what purpose you will use the software
1.	Adobe Photoshop CC 2014	CPU: Pentium IV minimum, Intel Centrino®, Intel Xeon®, Intel Core™ Duo (or compatible) processor RAM: 1 GB RAM, 1 GB or more recommended Video: DirectX 9 64MB of VRAM recommended Sound: not needed	Themes section 1.1	For creating and processing raster images. To prepare images for web pages
2.	CorelDRAW X7	Intel® Pentium® 4, AMD Athlon™ 64 или AMD Opteron™ RAM: 1 ГБ RAM, 1.5 GB of free hard disk space Video: DirectX 9 64MB of VRAM recommended Sound: not needed	Themes section 1.2	To create and edit vector images. To prepare images for web pages
3.	Autodesk 3Ds max	Processor: Pentium® III 700 MHz minimum RAM: 384 MB RAM or more recommended Video: DirectX 9 32MB of VRAM minimally Sound: not needed	Themes section 1.3	For modeling and visualization of 3D objects

In the preparation of teaching, teaching materials were used following tools and technologies:

- MS Office;
- iSpring;
- Internet services (Learning Apps etc.);
- Software for recording and editing video;
- Software for data visualization (Infogr.am.);
- Specialized software.

11. RESOURCES

Basic literature

1. Banking code of the Republic of Belarus, approved by the House of representatives of the National Assembly of the Republic of Belarus of 25.10.2000 № 441-Z (with changes and additions).

2. The instruction about the order of operations with Bank payment cards, approved by Decision of Board of National Bank of the Republic of Belarus dated 18.01.2013 No. 34 (amended and supplemented).

3. The resolution of Council of Ministers of the Republic of Belarus 23.03.2016 N 235 "the State program of development of digital economy and information society in 2016 – 2020 years".

4. Kaluga M. L. Electronic Commerce: the marketing network and market infrastructure/ M. L. Kaluga; Omsk state technical University. M.: Economics, 2014. - 328 p

5. MacDonald, M. Creating Web sites: the essential guide / MacDonald, Matthew; TRANS.from English.ed. and M. A. in new York. - M.: Eksmo, 2010. - 768c.: II. - Items.decree.:S. 760. - ISBN 9785699401246

6. E-business and online advertising / Vasiliev G. A. - M.:YUNITI-DANA, 2015. - 183 s.: ISBN 978-5-238-01346-6 2. Gavrilov, L. P.

7. E-Commerce: tutorial and workshop for undergraduate and graduate / P. L. Gavrilov. — M. : Urait, 2017. — 363 S. — (Series : Bachelor and master. Academic course.) — ISBN 978-5-534-01174-6.

Additional literature

1. Akulich M. V. Internet-marketing/M. V. Akulich.- M.:Dashkov and K, 2016. – 347 p.

2. Vlasov, L. G. the Concept of application solutions "1C:ERP enterprise Management"/ L. G. Vlasov. M.: "1C publishing", 2016. -134 p.

3. Greenberg, P. CRM at the speed of light: attract and retain customers in real time via the Internet. – St. Petersburg: Simvol - Plus, 2016. – 528c.

4. Yudenzov, Yu. N. Internet technology in the banking business: prospects and risks: training and practice. manual/Yu. N. Denkov, N.. Tsyachnyikova, I. V. Sandalov, S. L. Ermakov - 2nd ed. – M.: KNORUS, 2015. - 318 p.

List of resources information and telecommunications network "Internet" necessary for the development of the discipline

1. Company database EBSCO Publishing: <http://search.ebscohost.com/>.
2. <http://geo.webmoney.ru/aspx/GeoMain.aspx>.
3. <http://money.yandex.ru/>.
4. <http://www.cyberplat.ru/company/>.
5. <http://www.mondex.com>.
6. <http://www.pocketpoint.org>.
7. <http://www.paycash.ru/>.
8. <http://www.biblio-online.ru/> - Electronic library system (ELS) publishing houses "yurait».
9. <http://www.studentlibrary.ru/> - Electronic library system "Consultant of a student».
10. <http://www.biblioclub.ru/> - Electronic library system "University library online».
11. <http://www.znaniy.com/> - Electronic library system "ZNANIY.COM».
12. <https://www.book.ru/> - Electronic library system «BOOK.ru»
13. <https://netpeak.net/ru/blog/category/cases/>
14. 7. <https://www.i-media.ru/seo/cases/>
15. <https://texterra.ru/blog/200-luchshih-keysov-po-internet-marketingu-v-runete.html>
9. <http://www.cossa.ru/>
16. <https://devaka.ru/>
17. <https://freshit.net/case-poiskovoe-prod>