

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Department of International Economic Relations and Project Management

SYLLABUS
normative educational component
« Organization and Conduct of International Business»

preparation of bachelors
specialty 292 “International Economic Relations”
educational and professional programs “International Business”,
full-time form of education

Lutsk - 2022

Syllabus of the educational component « Organization and Conduct of International Business» of training bachelors in the field of knowledge 29 “International Relations” specialty 291 “International Economic Relations” of educational and professional program “International Business”.

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

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 and Project Management, Protocol No. 1 of August 30, 2022.

Head of the Department:



(Boiar A.O.)

I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of indicators	Branch of knowledge, specialty, educational and professional program, educational level	Characteristic educational component
Full-time form of education	29 – International Relations 292 – International Economic Relations, EPP “International Business”, bachelor’s degree	Normative
Number of hours/credits 300/10		Year of study – 2022-2023, 2023-2024
INDT: None		Semester – 5, 6, 7- th
		Lectures – 78 hours
		Practical (seminar) – 70 hours
		Independent work – 132 hours
		Consultations – 20 hours
		Form of control: credit, exam
Language of instruction		English

II. INFORMATION ABOUT THE TEACHER

Name: Iryna Skorokhod

Scientific degree: Doctor of Economic Sciences

Academic status: Professor

Position: Professor of the Department of International Economic Relations and Project Management

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

III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Course abstract

World economic integration, activation of Ukraine's participation in international integration processes, strengthening of cooperation with foreign strategic partners, attraction of foreign investments in the economy of Ukraine requires the creation of optimal conditions for the formation of professional abilities of specialists in the international economy at the level of international requirements, ensuring their competitiveness on the labor market, acquiring students of knowledge and skills in international business and their implementation in future professional activities.

2. Prerequisites: “Introduction to specialty “International Economic Relations””, “Mathematics and statistics for economists”, “Economy and foreign economic relations of Ukraine”.

3. Postrequisites: “Management and marketing in international business”, “Business analytics” etc.

4. The purpose and objectives of the educational component

The **aim** of the course is forming in future professionals the competence in enterprise economy, accounting and analysis of foreign economic activity and the theoretical foundations of international business. The main objectives of the course are acquire the students with theoretical knowledge and practical skills in in the field of entrepreneurship, features of functioning and development of modern firms, acquaintance of students with the corresponding concepts and categories of the account and the analysis of foreign economic activity and customs business, in-depth study of concepts, scientific substantiation of techniques of conducting international business.

5. Forms and methods of teaching: interactive lecture (verbal and illustrative-demonstration methods: narration, explanation, discussion, presentation, demonstration, question-answer, brainstorming), webinar, analysis of situations and solving situational problems, electronic testing.

6. Learning outcomes (competencies)

INT. The ability to solve complex specialized tasks and practical problems in the field of international economic relations in general and international business in particular, as well as in the learning process, which involves the use of the latest theories and methods in the implementation of comprehensive studies of world economic relations, is characterized by complexity and uncertainty of conditions.

GC 1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.

GC 3. Ability to learn and be up-to-date.

GC 4. Ability to plan and manage time.

GC 5. Ability to communicate in the state language both orally and in writing.

GC 7. Skills in the use of information and communication technologies.

GC 8. Ability to abstract thinking, analysis, and synthesis.

GC 10. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity).

GC 12. Knowledge and understanding of the subject area and understanding of professional activities.

PC1. Ability to identify the characteristic features and trends in the development of the world economy, features of the implementation of economic policy and world integration/disintegration processes, including Euro-Atlantic integration.

PC2. Ability to use basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their

main forms, to apply theoretical knowledge on the functioning and development of international economic relations.

PC3. Ability to identify the peculiarities of the functioning of the environment of international economic relations and models of economic development.

PC4. Ability to substantiate the peculiarities of the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

PC8. Ability to determine the functional features, nature, level and degree of interrelations between the subjects of international economic relations of different levels and to establish communications between them.

PC9. Ability to diagnose the state of research on international economic relations and the world economy in an interdisciplinary combination with political, legal, and natural sciences.

PC10. Ability to justify the feasibility of applying legal, economic and diplomatic methods (means) to resolve conflict situations at the international level.

PC12. Ability to use regulatory and administrative documents and reference materials in the implementation of professional activities in the field of international economic relations.

PC14. Ability to communicate at the professional and social levels using professional terminology, including oral and written communication in the state and foreign languages.

PC15. Ability to apply methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.

PC16. Ability to constantly improve the theoretical level of knowledge, generate and effectively use it in practice.

PC17. Ability to analyze the peculiarities of international business, taking into account the requirements and rules of taxation, standardization and certification in Ukraine and foreign countries; analyze the processes of enterprise management in compliance with the principles of corporate ethics and social responsibility, optimize economic processes at the enterprise, analyze and summarize the results of operational, accounting and investment activities of the company, develop measures to improve the efficiency of its work.

PC18. Ability to analyze the structure and features of building an international marketing policy of an enterprise, to understand and implement various forms of international marketing, methods of entering foreign markets for goods and services; understand and use institutional and information tools and methods of managing a modern international company, including financial, HR, operational, logistics, and other types of management.

PC19. Ability to understand and analyze the organizational principles of building international companies, to assess the international competitiveness of the firm, to search, critically evaluate and process information from various sources in the field of international business; generate conclusions, recommendations and proposals, new original ideas on (re)business organization, planning and modeling of business processes and strategic (including anti-crisis) management.

7. The structure of the educational component

Names of content modules and topics	Total	Lec.	Sem.	Indep. work	Cons.	Control method* / Max points
Content module 1. Fundamentals of and basic concepts of the enterprise economy (semester 5)						
Topic 1. The firm as a business entity.	7	2	2	2	1	DS/2
Topic 2. Types of enterprises, their organizational and legal forms.	7	2	2	2	1	DS/2
Topic 3. The structure and management of the firm.	6	2	2	2	–	DS/2
Topic 4. Company activity planning.	7	2	2	2	1	DS/2
Topic 5. Enterprise staff.	7	2	2	2	1	DS/2
Topic 6. Productivity and wages.	6	2	2	2	–	DS/2
Topic 7. The fixed capital of the enterprise.	7	2	2	2	1	DS/2
Topic 8. Working capital and its structure.	7	2	2	2	1	DS/2
Topic 9. Technical and technological base and production capacity of the company.	6	2	2	2	–	DS/2
Topic 10. Forms of production organization.	6	2	2	2	–	DS/2
Topic 11. Product quality assurance. Product standardization and certification.	10	4	2	4	–	DS/4
Topic 12. Costs of production and sales.	8	2	2	4	–	DS/4
Topic 13. Investment resources of the firm.	6	2	2	2	–	DS/2
Topic 14. Innovative activity of the firm.	7	2	2	2	1	DS/2
Topic 15. Financial and economic results of the firm.	10	4	2	4	–	DS/4
Topic 16. Modern models of firm development, transformation and restructuring.	7	2	2	2	1	DS/2
Topic 17. Economic security and anti-crisis activities of the enterprise.	6	2	2	2	–	DS/2
Final test						T/60
Together for Content Module 1	120	38	34	40	8	100
Content module 2. Accounting and analysis of foreign economic activity (semester 6)						
Topic 18. Organization of accounting for foreign economic activity.	8	2	2	3	1	DS/3
Topic 19. International accounting standards.	7	2	2	2	1	DS/3

Topic 20. Subject and methods of accounting.	5	2	–	3	–	–
Topic 21. Accounting system.	7	2	2	2	1	DS/3
Topic 22. Foreign Trade Contracts.	7	2	2	2	1	DS/3
Topic 23. Rules "Incoterms-2020" and their application when signing a contract.	7	2	2	3	–	DS/3
Topic 24. Features of customs clearance and declaration of goods.	5	2	–	2	1	–
Topic 25. Foreign exchange accounting.	7	2	2	2	1	DS/3
Topic 26. Accounting for export transactions.	6	2	2	2	–	DS/3
Topic 27. Accounting for import transactions.	7	2	2	3	–	DS/3
Topic 28. Accounting for re-export, re-import and barter transactions.	6	2	2	2	–	DS/3
Topic 29. Accounting for intermediary transactions and transactions with toll raw materials.	5	2	–	3	–	–
Topic 30. Definition, objectives and stages of the analysis of foreign economic activity.	6	2	2	2	–	DS/3
Topic 31. Analysis of export transactions.	7	2	2	2	1	DS/3
Topic 32. Analysis of import transactions.	6	2	2	2	–	DS/3
Topic 33. Analysis and assessment of the financial condition of the enterprise.	8	2	2	3	1	DS/4
Final test						T/60
Together for Content Module 2	104	32	26	38	8	100
Content module 3. International Business Organization (semester 7)						
Topic 34. TNCs as the basis of international business organization.	12	2	2	7	1	DS/8
Topic 35. International strategic alliances.	10	–	2	7	1	DS/8
Topic 36. Small and medium entrepreneurship in the field of international business.	12	2	2	8	–	DS/8
Topic 37. International industrial cooperation and joint venture.	13	2	2	8	1	DS/8
Topic 38. Transport and logistics support of international business operations.	8	–	–	8	–	–
Topic 39. Organization of international trade of goods and services.	8	–	–	8	–	–
Topic 40. E-commerce in international business.	13	2	2	8	1	DS/8

Final test						T/60
Together for Content Module 3	76	8	10	54	4	100
Total hours:	300	78	70	132	20	–

Control methods*: DS – discussion, DB – debate, T – tests, TR – training, RZ / K – solving problems / cases, INDS / IRS – individual task / individual work of the applicant for education, RMG – work in small groups, MKR / KR – modular test paper / test, P – abstract, as well as analytical note, analytical essay, analysis of the work, etc.

IV. EVALUATION POLICY

The teacher's policy regarding the student: 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).

Academic Integrity Policy: Writing off during ongoing testing is prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during class.

Deadlines and Rescheduling Policy: Assignments that are submitted late without reason will be graded at a lower score (75% of the maximum possible points for the activity).

Also, the student has the right to the recognition of learning outcomes obtained in formal, non-formal and/or informal education (<https://cutt.ly/9wPgvTK1>). Students must adhere to the principles of academic integrity. All forms of cheating – on the credit, homework, assignments, control work – are unacceptable. Also, one of the greatest violations of the standards of academic life is plagiarism.

V. FINAL CONTROL

The forms of final control are credit (5th semester) and exam (6th, 7th semester). During the credit/exam the student receives from 0 to 60 points. This is a form of final control, which consists in evaluating the student's learning of educational material of a discipline based on the results of all types of planned educational work during the semester: lectures, practical classes, independent work, modular test paper, etc.

The discipline consists of two content modules. The final grade on a 100-point scale consists of the total number of points for:

- up to 40 points for participation in discussions (seminars);
- up to 60 points for the modular test.

If the student did not attend individual classroom classes (for good reasons), at the consultations, he has the right to work out the missed classes and get the number of points that was determined for the missed topics, or to complete the work in writing according to the instructions specified in the tasks in the program Office-365 (Teams). On the date of the credit, the teacher records in the report the amount of current points that the student has gained during the semester (scale from 0 to 100 points).

The required minimum for successful completion of the course is 60 points (see the Regulations on the current and final assessment of knowledge at Lesya Ukrainka VNU – https://vnu.edu.ua/sites/default/files/2023-09/2023_Polozh_pro_otzin.pdf).

The form of final control is an exam (6th, 7th semester). A student who scores more than 75 points before the exam can agree to credit these points as the final grade for the course (without passing the exam). Students who score less than 75 points or want to improve their final grade for the course take the exam at the time specified in the schedule of the test and examination session. The exam is conducted in the form of electronic testing using the same database of questions as the final test. The required minimum for successful completion of the course is 60 points (see the Regulations on the current and final assessment of knowledge at Lesya Ukrainka VNU – <http://surl.li/ddfha>).

List of seminars and test questions (semester 5):

1. The firm as a business entity.
2. Types of enterprises, their organizational and legal forms.
3. The structure and management of the firm.
4. Company activity planning.
5. Enterprise staff.
6. Productivity and wages.
7. The fixed capital of the enterprise.
8. Working capital and its structure.
9. Technical and technological base and production capacity of the company.
10. Forms of production organization.
11. Product quality assurance.
12. Product standardization and certification.
13. Costs of production and sales.
14. Investment resources of the firm.
15. Innovative activity of the firm.
16. Innovative activity of the firm.
17. Financial and economic results of the firm.
18. Modern models of firm development, transformation and restructuring.
19. Economic security of the enterprise.
20. Anti-crisis activities of the enterprise.

List of seminars and test questions (semester 6):

1. Definition and functions of accounting
2. Types of accounting.
3. Meaning and features of accounting principles.
4. Kinds of accounting principles.
5. Accounting concepts. Accounting conventions.
6. Identification of transaction.
7. Classification of Accounts. Goods Account.

8. Features of Recording the Business Transactions.
9. The definition of foreign trade contracts.
10. The structure and content of foreign trade contracts:
11. Incoterms rules that buyers should know.
12. The main changes in Incoterms 2020.
13. The definition of foreign currency transactions.
14. Accounts in banks in foreign currency: types, order of opening, reflection of operations in accounting.
15. Exchange differences.
16. Multinational Accounting.
17. The definition of export transactions of goods (products, services).
18. Forms and means of payment for the export of goods.
19. Accounting for changes in exchange rates (exchange differences).
20. The definition of export license. Types of Export Licences.
21. Export Procedures and Documentations.
22. The definition of import transactions of goods (products, services).
23. Terms of delivery of imported goods.
24. Objects of taxation of import of goods into the territory of Ukraine.
25. Forms and procedure for settlements when importing goods.
26. What is re-export and re-import?
27. What is the difference between re-exports and re-imports?
28. How to measure re-exports?
29. How to estimate re-imports?
30. The definition of barter in accounting. Benefits of barter.
31. Accounting for the movement of goods and settlements for the export of goods through an intermediary.
32. The definition of toll raw materials. Customer and executor of operations with toll raw materials.
33. Calculation for processing of toll raw materials and accounting.
34. Methods for determining the proceeds from the sale of products from toll raw materials.
35. Definition, subject and object of analysis of foreign economic activity.
36. Methods and tasks of analysis of foreign economic activity.
37. Stages of analysis of foreign economic activity.
38. Indicators used in the analysis of foreign economic activity. Principles of calculation of FEA indicators.
39. Analysis of the level of fulfillment of obligations under export transactions.
40. Analysis of the competitiveness of export goods.
41. Analysis of export transactions.
42. Evaluation of the effectiveness of export transactions.
43. Analysis of the level of fulfillment of obligations under import transactions.
44. Analysis of import transactions.

45. Evaluation of the effectiveness of import transactions.
46. Methods of analysis of the financial condition of the enterprise.
47. Analysis of liquidity and solvency of the enterprise.
48. Analysis of the composition and structure of assets and liabilities of the enterprise.
49. Analysis of the efficiency of the use of enterprise assets.
50. Analysis of financial results of the enterprise.

List of seminars and test questions (semester 7):

1. Definition and forms of international business.
2. What are the political and legal environments facing business?
3. What is the relationship among the various governments, institutions, organizations, and companies in developing legal codes to combat software piracy?
4. What sorts of political or legal solutions should the software industry lobby governments to apply to the piracy problem?
5. What are the elements of the economic environment?
6. How global businesses benefit from political and economic stability?
7. Definition of transnational corporations.
8. The difference between transnational companies and multinational companies.
9. Forces driving international firms to globalize their operations.
10. Features of the development of TNCs.
11. What is the meaning of international industrial cooperation?
12. What are the advantages of international cooperation? Why is cooperation so important?
13. What are the benefits of cooperation?
14. What is joint venture and its advantages and disadvantages?
15. What are the types of joint ventures?
16. Why joint venture is important for business?
17. What is international e-commerce?
18. How does e-commerce affect international business?
19. What are the types of e-commerce?
20. What are the benefits of e-commerce?
21. What are the disadvantages of e-business?
22. What is the future of e-commerce?
23. Why companies engage in international business and why international business growth has accelerated?
24. What is global business ethics and how is it impacted by culture?
25. What is corporate social responsibility?

VI. GRADING SCALE

The total grade for the course is calculated as the sum of the points for both modules. The grade is given according to the grading scale (credit):

Grade in points	Linguistic grade
90 – 100	Pass
82 – 89	
75 - 81	
67 -74	
60 - 66	
1 – 59	Fail (must be repassed)

Scale for assessment an exam

Score in points	Linguistic evaluation	ECTS scale score	
		Score	Explanation
90–100	Perfectly	A	Excellent performance
82–89	Very good	B	above average level
75–81	Well	C	overall good job
67–74	Satisfactory	D	Nice
60–66	Enough	E	execution meets minimum criteria
1–59	Disappointing	Fx	Re-assembly required

VII. RECOMMENDED LITERATURE AND ONLINE RESOURCES

1. Shubik M., Smith E. (2017). The Guidance of an Enterprise Economy. Cambridge, Massachusetts. The MIT Press. 592 pp.
2. Lavery M., Little Ch. (2020). Entrepreneurship. Textbook. Rice University. Houston, Texas. 705 pp. URL: https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/Entrepreneurship-WEB_qNSArxT.pdf
3. Pednekar S., Laghate K., Anil R. Bankar. (2020). Introduction to Management Accounting and Auditing. E-book. Mumbai. University of Mumbai. 266 pp. URL: http://www.ebooks-for-all.com/bookmarks/detail/Introduction-to-Management-Accounting-and-Auditing/onecat/Electronic-books+Economics-and-Business+Accounting/0/all_items.html
4. Arnold G., S. Kyle (2021). Intermediate Financial Accounting. Volume 1. E-book. Canada. Lyryx Learning Inc. URL: <https://lyryx.com/intermediate-financial-accounting-volume-1/>
5. Franklin M., Graybeal P., Cooper D. (2019). Principles of Accounting. URL: <https://opentextbc.ca/principlesofaccountingv1openstax/>
6. Jonick Chr. (2017). Principles of Financial Accounting. University of North Georgia. 318 pp. URL: <https://web.ung.edu/media/university-press/Principles-of-Financial-Accounting.pdf?t=1637067603707>
7. Скороход І.С. Облік і аналіз зовнішньоекономічної діяльності: Навч.-метод. комплекс дисцип. Луцьк : Вежа-Друк, 2015. 84 с.
8. Pervez N. Ghauri, Jean-Claude Usunier (2013). International Business Negotiations; [2 edition]. Pergamon, 544 pp.

9. Johnson D., Turner C. (2015). International Business: Themes and Issues in the Modern Global Economy. NY: Routledge. 369 pp.
10. Lawrence J. Gitman, Carl McDaniel, Shah A., Reece M., Koffel L., Talsma B., James C. Hyatt. (2018). Introduction to Business. URL: <https://open.umn.edu/opentextbooks/textbooks/introduction-to-business>
11. An Introduction to Sustainable Business. URL: <https://2012books.lardbucket.org/pdfs/an-introduction-to-sustainable-business.pdf>
12. Challenges and Opportunities in International Business. URL: <https://2012books.lardbucket.org/books/challenges-and-opportunities-in-international-business/>
13. Soltanifar M., Hughes M., Göcke L. (2021). Digital Entrepreneurship: Impact on Business and Society. E-book. Switzerland. Springer. 339 pp. URL: <https://link.springer.com/content/pdf/10.1007%2F978-3-030-53914-6.pdf>
14. Economics Principles. URL: <https://2012books.lardbucket.org/books/economics-principles-v2.0/>
15. Entrepreneurship and Sustainability. URL: <https://2012books.lardbucket.org/books/entrepreneurship-and-sustainability/>
16. Creating Services and Products. URL: <https://2012books.lardbucket.org/books/creating-services-and-products/>
17. Skorokhod I., Hrytsiuk N. Organic Production Exports Crediting in Ukraine. Економічний часопис Східноєвропейського національного університету імені Лесі Українки, 2020. Вип. 3. №23. С. 44-50. <https://doi.org/10.29038/2411-4014-2020-03-44-50>
18. Skorokhod I., Khirova V. Methodical principles for enterprise competitiveness estimation. Приазовський економічний вісник. Електронне фахове видання. 2020. № 2(19). С. 142-148. DOI: <https://doi.org/10.32840/2522-4263/2020-2-24>
19. Managerial Accounting (2010). URL: https://www.mccc.edu/~horowitz/documents/Chapter01_002.pdf
20. Ireland J. (2005). Principles of Accounting. London School of Economics and Political Science. London. 68 pp. URL: https://www.academia.edu/30372106/Principles_of_accounting
21. Accounting Principles: A Business Perspective, First Global Text Edition, Volume 1, Financial Accounting. (2011). Revision Editor: Donald J. McCubrey. 433 pp. URL: <https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2011/11/BUS103-TEXTBOOK.pdf>
22. Franklin M., Graybeal P., Cooper D. (2019). Principles of Accounting. URL: <https://opentextbc.ca/principlesofaccountingv1openstax/>
23. Basics of Product Liability, Sales, and Contracts. URL: <https://2012books.lardbucket.org/books/basics-of-product-liability-sales-and-contracts/>
24. Business Accounting. URL: <https://2012books.lardbucket.org/books/business-accounting/>
25. Accounting Principles: A Business Perspective. URL: <https://open.umn.edu/opentextbooks/textbooks/accounting-principles-a-business-perspective>
26. Annand D., College E., Dauderis H. (2021). Introduction to Financial Accounting: U.S. GAAP Adaptation. Publisher: Lyryx. URL: <https://open.umn.edu/opentextbooks/textbooks/introduction-to-financial-accounting-u-s-gaap-adaptation>
27. Accounting for Managers. URL: <https://2012books.lardbucket.org/pdfs/accounting-for-managers.pdf>
28. Accounting in the Finance World. URL: <https://2012books.lardbucket.org/pdfs/accounting-in-the-finance-world.pdf>
29. Mason A Carpenter, Sanjyot P Dunung, Atma Global (2011). International Business. Publisher: Saylor Foundation. Link: https://saylordotorg.github.io/text_international-business/
30. International Business (2012). Publisher: Saylor Academy. URL: https://saylordotorg.github.io/text_international-business/
31. Landau A. (2016). The International Trading System. Routledge. 423 pp.

32. Sherlock J. (2009). The Handbook of International Trade: a Guide to the Principles and Practice of Export. GMB Publishing Ltd.. 384 pp.
33. Key J. (2013). The economics of business strategy. Oxford. 752 pp.
34. An Introduction to Business. URL: <https://2012books.lardbucket.org/books/an-introduction-to-business-v2.0/>
35. Business and the Legal Environment. URL: <https://2012books.lardbucket.org/books/business-and-the-legal-environment/>
36. Competitive Strategies for Growth URL: <https://2012books.lardbucket.org/books/competitive-strategies-for-growth/>
37. Global Strategy. URL: <https://2012books.lardbucket.org/books/global-strategy/>
38. Modern Management of Small Businesses. URL: <https://2012books.lardbucket.org/books/modern-management-of-small-businesses/>
39. Sustainable Business Cases. URL: <https://2012books.lardbucket.org/books/sustainable-business-cases/>
40. A Primer on Sustainable Business. URL: <https://open.umn.edu/opentextbooks/textbooks/a-primer-on-sustainable-business>
41. Small Business Management in the 21st Century. URL: <https://open.umn.edu/opentextbooks/textbooks/small-business-management-in-the-21st-century>
42. Richard T. Watson, Berthon P., Leyland F. Pitt, George M. Zinkhan (2014). Electronic Commerce: The Strategic Perspective. Publisher: BCcampus. URL: <https://open.umn.edu/opentextbooks/textbooks/electronic-commerce-the-strategic-perspective>