



**FACULTY OF FINANCIAL MANAGEMENT AND BUSINESS
SPRING SEMESTER 2020/2021**

Row No.	Course Title	Department	Level (Year)	Language	ECTS	Semester
1	Management of Business Structures	Public Administration and Business Management	M (1)	English	4	2

Status	Course: Management of Business Structures Responsible: Associate Professor Olena Herasymenko				
Acad. cycle	ECTS credits	Duration	Semester	Contact hours	
Master	4	2 semester	Spring	48	
Year of study	Weekly lectures/seminars		Prerequisites		
1 (M)	2 / 1		No		
Language	Examination		Assessment		
English	Written exam		100-point scale		

Aims and objectives:

The aim of this course is forming of the system of base knowledge in management of business structures sphere, consideration of concept and types of business structures; understanding of conceptual principles of financial, marketing, logistics and procurement management of business structures. The course includes topic about managers and leaders in business structures.

Description:

Topics include:

1. Concept and Types of Business Structures
2. Determination of the Legal Business Structure
3. Managers and Leaders in Business Structures
4. Business Structures and Financial Management
5. Marketing Management of Business Structures
6. Business Structures and Management of Logistics
7. Procurement Management of Business Structures
8. Legal Issues in Business Management

Reading list

Required reading:

1. Bernd, W. Wirtz (2011). Business Model Management (1st edition). Gabrel Verlag: Germany.
2. Bocij, P., Chaffey, D., Greasely, A. and Hickie, S. (2003). Business Information Systems. Technology, Development and Management (2nd edition). Financial Times Prentice Hall: Harlow.
3. Daft, R. L. (2003). Management (6th edition). Thomson: Mason, OH.
4. Morgan, J. (2015). The 5 types of organizational structures: Part 1, the hierarchy. www.forbes.com/sites/jacobmorgan/2015/07/06/the-5-types-of-organizational-structures-part-1-the-hierarchy/#4a14c22d3853.

Supplementary reading:

1. Barnes, S. and Hunt, B. (2001). E-commerce and V-business: Business Models for Global Success. Butterworth-Heinemann: Oxford.
2. Besanko, D., Dranove, D. and Shanley, M. (2000). Economics of Strategy (2nd edition). Wiley: Chichester.
3. Boddy, D., Boonstra, A. and Kennedy, G. (2001). Managing the Information Revolution. Financial Times/Prentice-Hall: Harlow.
4. Boddy, D. (2002). Management: An Introduction. Prentice-Hall: Harlow.
5. Business Wire (August, 2000). Mercata Receives the First Internet Group Buying Patent; First Patent in Group Buying Space Issued to Mercata for Business methods and Technology. www.findarticles.com/cf_0/m0EIN/2000_August_9/63962501/p1/article.jhtml.
6. Chaffey, D. and Smith, P. R. (2001). E-marketing excellence: at the heart of e-business. Butterworth-Heinemann: Oxford.
7. Chaffey, E. (2004). E-business and E-Commerce Management (2nd edition). Pearson Educational Publishers.
8. Chen, S. (2001). Strategic Management of e-Business. Wiley and Sons: Chichester.
9. Chircu, A. M. and Kauffman, R. J. (2000). Reintermediation in Business-toBusiness E-Commerce. International Journal of Electronic Commerce, Summer, 4, 4, pp. 7–42.
10. Collins Dictionary of Economics (1993). Harper Collins: Glasgow.
11. Doz, Y. and Hamel, G. (1998). Alliance advantage: The art of creating value through partnering. Harvard Business School Press: Boston, MA.
12. Dyer, J. H. (1997). Effective Interfirm Collaboration: How Firms Minimize Transaction Costs and Maximize Transaction Value. Strategic Management Journal, 18(7), August, pp. 535–56.
13. Gint, K. (2005). Leading from the front. The Sunday Times: Smarter Business, 6 February, p. 7.

14. Gulati, R. and Garino, J. (2000). Get the Right Mix of Bricks and Clicks. *Harvard Business Review*, May/June, pp. 107–14.
15. Hansen, W. (1998). The Transition of the Skill Base of the Workforce in Three Service Sectors. *A Decade of Change, 1986–96*. MERIT: Maastricht.
16. Hardwick, P., Langmead, J. and Khan, B. (1999). *An Introduction to Modern Economics* (5th edition). Longman: Harlow.
17. Introna, L. D. (2001). Recognizing the limitations of virtual organizations. In *E-Commerce and V-Business: Business Models for Global Success* (S. Barnes and B. Hunt, eds), pp. 268–79, Butterworth-Heinemann: Oxford.
18. Kalakota, R. and Robinson, M. (2000). *E-Business: Roadmap for Success*. Addison-Wesley: Reading, MA.
19. Karmakar, N. (2003). Digital Security, Privacy and Law in Cyberspace: A Global Overview. In *Proceedings of the International Association for the Development of Information Systems (IADIS)*, Lisbon, Portugal, 3–6 June, pp. 528–36.
20. Kauffman, R. J. and Wang, B. (2002). Bid Together, Buy Together: On the Efficacy of Group-Buying Business Models in Internet-Based Selling. In *The E-Business Handbook* (P. B. Lowry, J. J. Cherrington and R. R. Watson, eds), pp. 99–137, St Lucia Press: Boca Raton, FL.
21. May, P. (2000). *The Business of E-Commerce: from Corporate Strategy to Technology*. Cambridge University Press: Cambridge.
22. McClellan, J. (2004). On the Crest of a Wave. *The Guardian*, 18 November, p. 24.
23. McDonald, M. (1999). Strategic marketing planning: theory and practice. In *The CIM Marketing Handbook* (4th edition) (M. Baker, ed.), pp. 116–282, Butterworth-Heinemann: Oxford.
24. McKendrick, E. (2000). *Contract Law* (4th edition). Macmillan Press: London.
25. O'Brien, J. A. (2002). *Management Information Systems: Managing Information Technology in the E-Business Enterprise* (5th edition). McGraw-Hill: New York, NY, pp. 128–32.
26. Pavlou, P. A. (2002). Trustworthiness as a Source of Competitive Advantage in Online Auction Markets. In *Best Paper Proceedings of the Academy of Management Conference*, Denver, Colorado, August 9–14, pp. 9–14. <http://www-scf.usc.edu/pavlou/14735.pdf>.
27. Porter, M. E. (2001). Strategy and the Internet. *Harvard Business Review*, March, pp. 63–78.
28. Ropers, S. (2001). New Business Models for the Mobile Revolution. *eAI Journal*, February, pp. 53–7.
29. Shu, S. T. and Wong, V. (2001). The use of online focus groups in marketing research: A feasibility study. In *Proceedings from the Academy of Marketing Conference*, University of Cardiff, Cardiff, 1–4 July, pp. 86–94.
30. Simons, R. (1995). Control in an age of empowerment. *Harvard Business Review*, 73, pp. 80–8.
31. Timmers, P. H. A. (1999). *Electronic Commerce: Strategies and Models for Business-to-Business Trading*. John Wiley: Chichester.
32. Sultan, F. (2002). Determinants and Role of Trust in E-Business: A Large Scale Empirical Study. MIT Sloan School of Management Working Paper.
33. Treleaven, P. (2000). *E-Business Start-Up: The Complete Guide to launching Your Internet and Digital Enterprise*. Kogan Page: London.