HANDONG UNITWIN FELLOWSHIP

SYLLABUS

Lecturer's Information	
Name	Kenjabaev Aman
University	Graduate School of Business and Entrepreneuship

Course Information			
Course Name	Digital business management	Prerequisite Course	12
Course Date	2023-09-17 ~ 2023-12-26	Course Language	uzbek
Keyword	ICT,Intellectual systems,digital texnologiy, IT texnologiy, INTERNET, PLATFORM		

Course Description (100 ~200 words)	The international community has completely abandoned the traditional methods of management and is rapidly switching to modern methods. This change is also applied to business management processes. This requires the application of all types of digital technologies to business processes.The purpose of teaching the science of digital business management is to provide students studying in the field of business management with basic information on adapting business to the process of digitization in the context of digital business management, ways to achieve a complex competitive advantage of business entities in market analysis and research, and for students to learn Digital business management consists of forming basic knowledge and skills, analyzing problems related to business digitization, determining their causes, making objective conclusions and developing practical proposals.
Course Goals and Objectives (Approximately 100 words)	Providing knowledge on scientific systematic business management and transformation of business entities planning in digital management, on business management planning; - teaching the strategic process of digital transformation of business, production and implementation of digitization strategy, application of e-commerce models in business management; - identifying different strategies of business in digital transformation, ways to implement computer transformation is to create a practical business.As a result of mastering the subject, the master's student: " To have an idea about the basic concepts of the digital economy, the goals and tasks of the digital economy, modern innovative technologies used in it, digital transformation policy and digital economy in Uzbekistan; " To have the skills to use the functional capabilities of the digital economy and apply, create and present effective and optimal solutions from it in various areas of the economy; a master's student should have the ability to accept solutions for the application of the digital economy in various economic processes.
Textbook	**(The format : Title, Author/Editor, Publisher, Year of Publication)** 6. Xakimov Z.A., Sharifxo ' jaev U.U. Interaktiv va raqamli marketing. O ' quv qo ' llanma. -T.: " Iqtisodiyot " , 2019 – 270 b. 7. Akaev A.A., KenjabaevA.T., Ilxamova Yo.S., Jumaniyozova M.Yu. Iqtisodiyotda axborot komplekslari va texnologiyalari. Darslik.T.- " Fan va texnologiya " . 2019.- 510 bet. 8. Kenjabaev A.T., Ikramov M.M., Allanazarov A.A.. Axborot-kommunikatsiya texnologiyalari. O ' quv-qo ' llanma.T.- " O ' zbekitson faylasuflari milliy jamiyati nashriyoti " . 2017.- 408 bet. 9. Lapidus L. sifrovaya ekonomika. Upravlenie elektronnыm biznesom i elektronnoy kommersiey. Uchebnik. M.: INFRA-M, 2019.- 348 str. https://www.labirint.ru/books/670196/. 10. Jason Murphy, " What Woolworths Needs to Do to Fight Back " , News.com.au, July 26, 2016, www.news.com.au/fi nance/ business/retail/is-woolworths-at-risk-of-being-killed-by-german-giants/news-story/32fddb1ca6925658a7e620357a86 33a0; C. Wahlquist, " Amazon Expands in Australia and Plans Big Warehouse " , Guardian (London), April 19, 2017. 11. Woolworths, " A Faster Pick Up Is a Tap Away " , Woolworths (Australia) veb-stranitsa proverena 22 oktyabrya 2017 g., www. woolworths.com.au/Shop/Discover/about-us/woolworths-app? name=woolworths-app-woolworths-app&cardId=141 12. Longitudinal Economic Study Series, IRI AttitudeLink, n = 1,000+shoppers, CPG Purchase Decisions, IRI, 2009, cited in Chris O ' Neill, " Three Predictions for the Future of Retail & Brand Marketing " , Google, May 12, 2011, www.nielsen.com/content/ dam/c360/canada/We-re-in-a-Digital-Revolution-Google.pdf, 13 13. NPS = dolya storonnikov — d olya kritikov. Storonniki — eto loyalnыe entuziastы, kotorыe v dalneyshem budut pokupat vash produkt i rekomendovat vash sayt drugim. 14. Roy Morgan Research, " Mobile Banking Keeps Customers Happy but Home Loans Are Still Dragging Satisfaction Levels Down " , article 7100, Roy Morgan Research, Melbourne, Victoria, January 4, 2017.
References	15. Dopolnitelnuyu informatsiyu ob uskoryayuщeysya po spi-rali vovlechennosti v klientskie mobilnыe prilojeniya sm. v P. Weill and S. L. Woerner, " Creating Great Mobile Apps for Customers: Effective Practice and iGaranti ' s Story " , MIT CISR Briefi ng 15, no. 5 (May 2015). 16. Manyika et al., " Unlocking the Potential of the Internet of Things " , McKinsey Global Institute Report, June 2015. 17. BI Intelligence, " Will the Internet of Things Be Bigger Than the Industrial Revolution? " Business Insider: Innovation, August 17, 2016, www.businessinsider.com/iot-ecosystem-internet-of-things-predictions-and-business-potential-2016-7. Po otsenkam GE, k 2020 g. v mire budet naschitыvatsya 50 mlrd podklyu-chennыx k internetu ustroystv. 18. Keys kompanii Flex osnovan na nashix besedax s neskolkimi yee top-menedjerami kompanii i state Jeannine Sargent, " 2015 Investor and Analyst Day: Connecting the Dots " , New York, NY, May 2015, https://s21.q4cdn.com/490720384/fi les/ doc_events/2015/Jeannine_Sargeant.pdf; and fl ex.com (ranee Flextronics.com), materialы ispolzovanы s razresheniya. 19. A. Lashinsky, " Why Flex Is Going Beyond Its Manufacturing Roots " , Forbes, October 22, 2015.
Course Requirements and Grades	Completing the tasks and tasks given in the current and interim control forms, successfully passing written work or tests on the final control.

Weekly Schedule		
Week	Main Topics	Keywords
1	The subject and tasks of digital business management	Digital Business Management,innovative technologies,SWOT analysis
2	Trends in the development of innovative technologies in digital business management	Digital eco-economic development,a new development paradigm,Intellectualization of processes
3	The role and importance of digital platforms in digital business management	Crowdsourcing and crowdfunding platforms,Digital Banking, Digital Transformation, LCMS, Fintech
4	Use of digital technologies in public procurement management	neurotechnology, quantum technologies, artificial intelligence... Data Mining, Visualization and representation, Database technology
5	Improving the labor market with the help of digital technologies	Cloud computing technologies,Dropbox, Miicrosoft OneDrive, Google Drive, iCloud, Yandeks.Disk.
6	The role of the digital economy in business	cybersecurity, consensus algorithms, decentralization
7	BigData Technologies in Digital Business	Volume, Variety, Velocity i Value ,MapReduce, Hadoop, NoSql, SQL
8	IoT Internet of Things operating technologies in digital business management and its application in developed countries	Smart House", "Smart City",5G technology RFIDSIM, R-UIM, Wi-fi technologies
9	Technologies of operation of cryptocurrencies in digital business and its positive importance in the economy	Initial Coin Offering,blockhain, DAG, TEMPO
10	The essence of industry 4.0 (technology industry 4.0) technology in digital business management	Industry 1.0.; 2.0.; 3.0.; 4.0,Virtual reality,4.0 industrial technology
11	The beginning of the digital revolution in the economy of Uzbekistan is the concept of the national strategy "Digital Uzbekistan - 2030"	new models,the concept of complex socio-economic development,national strategy
12	Digital innovative technologies as a driver of the development of the tourism industry in Uzbekistan	Tourist services market,Big data, cloud
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