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Illia HUMENIUK
the 1st year student (bachelor program) of
specialty 208 “Agro Engineering”,
Higher Educational Institution “Podillia State University”,
Kamianets-Podilskyi
Scientific supervisor: Iryna HUMENIUK
Candidate of Philological Sciences, Associate Professor,
Head of the Foreign Languages Department,
Higher Educational Institution “Podillia State University”,
Kamianets-Podilskyi

ELECTRONIC COMMERCE AS A UNIVERSITY SUBJECT

Modern business is characterized by the constant growth of companies' capabilities, which, in turn, leads to the growth of global competition and the improvement of the quality of goods and services. There are changes in the methods of business organization and management and the introduction of systems for automated management of product supply and sales processes [4].

The development of the intellectual sphere is currently attributed to of the most important vectors of any state, which determines its scientific, technical, and cultural potential, therefore, an integrated system is currently being formed that regulates legal relations related to the creation, protection and use of intellectual property objects [1].

Electronic commerce is a subject that investigates the use of computer systems and networks to automate accounting for the movement of financial assets and objects of trade.

The tasks of studying the Electronic commerce discipline are:

- expanding the system of knowledge about the areas of use of personal computer application support in various fields of human activity;
- formation of a stable theoretical base of knowledge about the possibilities and features of the application of information technologies in the commercial sphere;
- deepening of skills and work skills in computer systems and networks;
- mastering the methodology of working with commercial information;
- development of skills to select or develop and configure application programs for carrying out financial and trading operations;
- formation of the ability to improve the work system of a specific enterprise with commercial information;
- mastering the skills to establish commercial information protection systems of a specific business entity;
- formation of skills to develop recommendations for users regarding the improvement of various types of commercial activity of the enterprise by means of information technologies;
- mastering the skills of expanding the scope of application software for the organization of marketing, financial, sales and accounting activities of the enterprise;
- development of skills for working with documents related to electronic commerce.

The goal of studying the Electronic Commerce discipline is to form students' abilities and skills to use the general and / or special software complex of a personal computer to conduct financial and commercial operations of the enterprise.

E-commerce contributes to the simplification and facilitation of work on the way of goods or services from the manufacturer / seller / provider to the consumer / buyer / client.

The introduction of e-commerce systems was studied by many scholars all over the world K.Voloshchuk et al [1], A. Operkent [2], M. Palienko and O. Lyulyov [3] etc.

It is interesting that despite the adoption by the Verkhovna Rada of Ukraine of the relevant Law of Ukraine "On Electronic Commerce", its volumes in our country are much lower than in other countries of the world.

Bright and especially widespread among the user audience is such a type of electronic commerce software product as Internet banking.

The subject of *Electronic commerce* is closely related to such educational disciplines as: informatics and computer engineering, information and communication technologies, automation of computer systems and networks, information systems in the network, computer systems and networks, economics, finance, marketing.

Therefore, the educational subject Electronic commerce is designed to optimize the financial and sales activities of the enterprise.

An e-commerce specialist is a competent specialist who is able to develop, implement and debug personal computer applications designed to optimize and automate financial and trading operations.

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Oleksandr HUMENIUK

*PhD student, 2nd year, specialty 051 “Economics”,
Higher Educational Institution “Podillia State University”,
Kamianets-Podilskyi*

*Scientific supervisor: Iryna HUMENIUK
Candidate of Philological Sciences, Associate Professor,
Head of the Foreign Languages Department,
Higher Educational Institution “Podillia State University”,
Kamianets-Podilskyi*

CHALLENGES OF TEACHING ECONOMIC SCIENCES IN WARTIME

Economic education is a quite dynamic value, it is in constant development and needs constant updating. This is facilitated by the rapid development of science, technology and information technologies, the constant growth of requests from society as a whole and employers. The global problems of humanity also have a significant impact on the educational sector [2].

For the fourth year now, the strength of Ukrainian education has been tested by the COVID-19 pandemic and a full-scale war, which necessitated the rapid organization of educational activities both remotely and in conditions of air strikes and lack of power supply. Behind this was an active search for additional financial resources and new technologies for digitizing the educational process, improving the information culture of teachers and students, introducing new