#### card of course

|  |  |
| --- | --- |
| Subject name | E-business |

1. The placement of the subject in the study system

|  |  |
| --- | --- |
| 1.1. Field of study | Computer science |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

|  |  |
| --- | --- |
| 1. 5. Specialty | - |
| 1.6. Subject Coordinator | Dr Marcin Garbowski |

2. General characteristics of the subject

|  |  |
| --- | --- |
| 2.1. Belonging to a subject group | Directional |
| 2.2. Number of ECTS | 1 |
| 2.3. Language of lectures | English |
| 2.4. Semesters in which the subject is taught | VI |
| 2.5.Criteria for selecting course participants | - |

1. Learning outcomes and course delivery
	1. Subject Objectives

|  |  |
| --- | --- |
| No. | Subject Objectives |
|
| C1 | To familiarize students with e-business issues and the specifics of doing business on the Internet. |
| C2 | Presentation of issues related to the competitiveness of e-enterprises and their attributes. |
| C3 | Acquiring the skills to create a business plan for your business or develop an existing business. |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Description of subject learning outcomes | Reference to directional effectslearning (symbols) | Method of implementation (mark "X") |
| ST | NST |
| Classes at the University | Activities on the platform | Classes at the University | Activities on the platform |
| After passing the course, the student knows and understands **the knowledge** |
| W1 | The student knows the basic issues related to the functioning of an enterprise in e-business and the specifics of how companies operate in the Internet environment. | INF\_W15INF\_W16INF\_W17INF\_W22 |  | X |  | X |
| W2 | The student has knowledge of the principles of e-commerce, knows the threats and barriers to the functioning of companies in virtual business. |  | X |  | X |
| W3 | The student knows the main sales and advertising tools used in the online environment and the principles of Influence Marketing and Social Media. |  | X |  | X |
| After passing the course, the student is **able** to: |
| U1 | The student acquires the ability to understand the mechanisms of e-business. | INF\_U02INF\_U12 |  | X |  | X |
| U2 | The student uses basic terms/concepts in the field of e-commerce. |  | X |  | X |
| U3 | Can identify e-commerce models, e-marketing tools and web applications useful in e-business. |  | X |  | X |
| U4 | Is able to plan the presence of e-business in relation to specific business characteristics. |  | X |  | X |
| After completing the course, the student is ready to take part in **social competences.** |
| K1 | Identifies and solves problems related to running e-business. | INF\_K03INF\_K04 |  | X |  | X |
| K2 | He is an observer of the changes taking place in business as a result of the globalization of markets, products and economic policies. |  | X |  | X |
| K3 | Is aware of the need to supplement and improve acquired knowledge and skills. |  | X |  | X |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST), Part-time PUW studies (NST PUW)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of a lecture | Other | **ECTS points** |
| **ST** |  |  |  |  |  |  |  | 15 |  | 1 |
| **NST** |  |  |  |  |  |  |  | 10 |  | 1 |

3.4 . Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASS: LECTURE

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Content of the course | Reference to subject-specific learning outcomes | Method of implementation (mark "X") |
| ST | NST |
| **Classes at the University** | **Activities on the platform** | **Classes at the University** | **Activities on the platform** |
| 1. | Introduction to e-business (models,ecommerce) | **W1, U1, K1** |  | X |  | X |
| 2. | E-business Aspects (SEO, Internet of Things, Privacy Issues, On-Demand Services, Payment Services) | **W2, U2, K2** |  | X |  | X |
| 3. | E-business Sales Strategy Elements | **U3, U4, K3** |  | X |  | X |
| 4. | E-marketing tools, Social Media, Influence Marketing | **W3** |  | X |  | X |
| 5. | Summary of classes and discussion of grades |  |  | X |  | X |

3.5. Methods of verifying learning outcomes (indication and description of methods of conducting classes and verification of achievement of learning outcomes and method of documentation)

Method of verifying learning outcomes:

The basis for passing the "E-Business" subject is the submission of 2 works:

1. Task No. 1 – development of a business plan including SWOT analysis in text form (DOC, PDF, PPTX file) for an existing e-commerce enterprise.
2. Job No. 2 – choose one of the three options below:

- Development of a business plan for a hypothetical e-commerce enterprise using the Canvas model in text form (DOC, PDF, PPTX file), alternatively for a local, traditional enterprise (sample company database available at the link: https://gospodarczy.lublin.eu/praca/)

- Creating a mock-up - i.e. a presentation consisting of screenshots from an offline online store, e.g. generated using a free, trial version of Shopify (https://www.coursera.org/learn/create-your-ecommerce-store-with-shopify/home/welcome) or using an open-source solution (e.g. https://woocommerce.com/document/woocommerce-pages/)

- Preparing a live presentation during a lecture on a previously agreed topic (prior contact with the lecturer is necessary).

The final grade is the arithmetic mean of the grades obtained.

|  |  |  |  |
| --- | --- | --- | --- |
| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE |
| W1-W3 | Informative lecture with the use of multimedia presentation | Two term papers(description above the table) | Evaluated works on the WSPA e-learning platform |
| SKILLS |
| U1-U4 | Preparation and defense of the project | Two term papers(description above the table | Evaluated works on the WSPA e-learning platform |
| SOCIAL COMPETENCES |
| K1-K3 | Debate | Two term papers(description above the table | Evaluated works on the WSPA e-learning platform |

3.6. Assessment criteria for the achieved learning outcomes

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Learning effect | For a grade of 3 or "pass."the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| W | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| U | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7. Literature

**Basic**

1. Zarębska Anna (red.) Using modern solutions in business, System-Graf, Lublin 2010
2. Bober T., E-biznes : modele i tendencje, Wydawnictwo Naukowe Scholar, Warszawa, 2021
3. E-commerce: strategia - zarządzanie - finanse / Justyna Skorupska. - Wyd.1, 8 dodruk. Warszawa: Wydawnictwo Naukowe PWN, 2023
4. E-marketing: współczesne trendy: pakiet startowy / red. merytoryczna Jarosław Królewski, Paweł Sala. - Wyd. 2, 6 dodruk. Warszawa: Wydawnictwo Naukowe PWN, 2021

**Supplementary**

1. Baines Paul ; Fill Chris ; Page Kelly, Marketing, Oxford University Press, Oxford 2008
2. Start-up po polsku: jak założyć i rozwinąć dochodowy e-biznes, Kamila Mikołajczyk, Dariusz Nawojczyk. Gliwice: Helion, 2013.
3. E-marketing: planowanie, narzędzia, praktyka / red. Grzegorz Mazurek ; autorzy Roman Bębenista [et al.]. Warszawa: Wydawnictwo Poltext, 2018

4. Student workload - ECTS points balance

|  |  |
| --- | --- |
| **Types of student activity** | **Student Load** |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **15** | **10** |
| Classes included in the study plan | 15 | 10 |
| **Student's own work** | **10** | **15** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 5 | 7 |
| Preparation for passing classes | 5 | 8 |
| **TOTAL STUDENT HOURLY LOAD** | **25** | **25** |
| **Number of ECTS points** | **1** | **1** |

|  |  |
| --- | --- |
| Last change date | 30/09/2024 |
| The changes were introduced | INF Education Quality Team |
| The changes were approved | Arkadiusz Gwarda, M.A. |