#### CARD OF COURSE

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| Subject name | E-business |

1. The placement of the subject in the study system

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

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| 1. 5. Specialty | Company management |
| 1.6. Subject Coordinator | Dr inż. Jakub Bis |

2. General characteristics of the subject

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| 2.1. Belonging to a subject group | Optional/practical |
| 2.2. Number of ECTS | 4 |
| 2.3. Language of lectures | English |
| 2.4. Semesters in which the subject is taught | IV |
| 2.5.Criteria for selecting course participants | For the specialization: Company management |

1. Learning outcomes and course delivery
	1. Subject Objectives

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| No. | Subject Objectives |
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| C1 | Gaining knowledge about the principles of operation of enterprises in e-business and the ability to use e-marketing tools and e-commerce models in practice. |
| C2 | Acquiring knowledge and skills in designing and implementing e-business strategies |
| C3 | Acquiring e-business planning skills and identifying and solving problems related to running an online business |
| C4 | Acquiring the ability to observe changes occurring as a result of globalization |
| C5 | Increasing awareness of the need to supplement and improve acquired knowledge and skills in the dynamically changing e-business environment. |

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

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| --- | --- | --- | --- |
| 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. | Z1\_W05Z1\_W09Z1\_W10Z1\_W13 |  | 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, sees the impact of technology on the process of doing business. |  | X |  | X |
| W3 | The student knows the main sales and advertising tools used in the online environment. The student also knows the rules regarding Influence marketing, Social Media. |  | X |  | X |
| After passing the course, the student is **able** to: |
| U1 | The student uses basic terms/concepts in the field of e-commerce. | Z1\_U05Z1\_U09 | X |  | X |  |
| U2 | The student acquires the ability to understand the mechanisms of e-business. | X |  | X |  |
| U3 | Can identify e-commerce models, e-marketing tools and web applications useful in e-business. | X |  | X |  |
| U4 | Is able to design and implement an e-business strategy |  |  |  |  |
| U5 | 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 | Identifying and solving problems related to running an e-business. | Z1\_K03Z1\_K05 | X |  | X |  |
| K2 | Observing changes 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)

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of …lecture. | Other | **ECTS points** |
| **ST** |  |  |  |  | 30 |  |  | 15 |  | 4 |
| **NST** |  |  |  |  | 10 |  |  | 10 |  | 4 |

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

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| --- | --- | --- | --- |
| 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- Overview of basic e-business concepts and terminology- History and evolution of e-business- Key differences between traditional business and e-business. | W1 |  | X |  | X |
| 2. | E-business models and strategies- Various e-business models (B2B, B2C, C2C, etc.)- Case Studies of Successful E-Business Strategies- Analysis of the value offered by e-business | W1 |  | X |  | X |
| 3. | E-commerce basics- E-commerce principles and practices- E-commerce ecosystems- Security and privacy issues in e-commerce | W2 |  | X |  | X |
| 4. | Barriers and threats in e-business- Technical and non-technical barriers in e-business- Risk management in a virtual business environment- Regulatory and Compliance Issues in E-Business | W2 |  | X |  | X |
| 5. | Digital Marketing Tools and Techniques- Digital Marketing Strategy Review- Using SEO, SEM and social media marketing- Digital Advertising and Analytics Tools | W3 |  | X |  | X |
| 6. | Influencer Marketing and Social Media- The role of influencers in modern marketing- Strategies for effective social media marketingCase Studies of Successful Social Media Campaigns | W3 |  | X |  | X |
| 7. | Summary of classes and discussion of grades |  |  | X |  | X |

TYPE OF CLASS: LABORATORY

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| --- | --- | --- | --- |
| 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. | E-business terminology and concepts- E-business terminology exercises- Role play scenarios to apply key concepts- Group discussions on industry-specific jargon | U1 | X |  | X |  |
| 2. | Understanding the mechanisms of e-business- Practical sessions on the mechanisms of e-business platforms- Online transaction simulation- E-business workflow analysis- Design and implementation of e-business strategies | U2, U4 | X |  | X |  |
| 3. | Identifying e-commerce models- Case studies to identify different e-commerce models- Practical exercises for evaluating e-commerce websites- Development of an e-commerce model for the purposes of the exercises | U3 | X |  | X |  |
| 4. | E-marketing tools and applications- Practical sessions with e-marketing tools (Google Analytics, AdWords)- Design and implementation of small e-marketing campaigns- Evaluation of the effectiveness of various e-marketing tools | U3 | X |  | X |  |
| 5. | Planning e-business presence- Workshops on creating e-business plans- Practical exercises in planning and designing websites- SWOT analysis of existing e-businesses | U5 | X |  | X |  |
| 6. | Identifying and solving problems related to running an e-business- Problem-solving exercises for e-business challenges- Case studies on typical e-business problems- Role-play in an e-business problem-solving simulation. | K1 | X |  | X |  |
| 7. | Observing changes in business as a result of globalization- Analysis of global market trends- The Impact of Globalization on E-Business Strategies- Discussions on changes in economic policies and their impact on e-business | K2 | X |  | X |  |
| 8. | Awareness of the need to supplement and improve acquired knowledge and skills- Reflective exercises on the learning outcomes achieved- Workshops on new technologies and trends in e-business- Developing a personal development plan based on the information received | K3 | X |  | X |  |
| 9. | 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)

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| --- | --- | --- | --- |
| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE |
| W1-W4 | Informative lecture using multimedia presentation | Written exam100% final grade from the lecture | Archived written exam |
| SKILLS |
| U1-U4 | Working on a group project, practical exercises, simulations, workshops, presentations | Work in small groups to create a comprehensive e-business project and its presentation.100% final grade from labThe task will be carried out in groups.Before starting work, group members will prepare and present a division of responsibilities for the task. The evaluation of the division of responsibilities will guarantee equal work input and thus an objective assessment of the subject credit. | Archived project |
| SOCIAL COMPETENCES |
| K1-K2 | Working on a group project, practical exercises, simulations, workshops, presentations | Work in small groups to create a comprehensive e-business project and its presentation.100% final grade from labThe task will be carried out in groups.**Before** starting work, group members will prepare and present a division of responsibilities for the task. The evaluation of the division of responsibilities will guarantee equal work input and thus an objective assessment of the subject. | Archived project |

3.6. Assessment criteria for the achieved learning outcomes

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| 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

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| --- | --- |
| **Types of student activity** | **Student Load** |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **45** | **20** |
| Classes included in the study plan | 45 | 20 |
| **Student's own work** | **55** | **80** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 30 | 40 |
| Preparation for passing classes | 25 | 40 |
| **TOTAL STUDENT HOURLY LOAD** | **100** | **100** |
| **Number of ECTS points** | **4** | **4** |

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| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |