**SYLLABUS**

**regarding the qualification cycle FROM 2024TO2025**

1. Basic Course/Module Information

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| --- | --- |
| Course/Module title | E-business |
| Course/Module code \* |  |
| Faculty (name of the unit offering the field of study) | Finance and Economics |
| Name of the unit running the course | *Institute of Economics and Finance* |
| Field of study | Economics |
| Qualification level |  |
| Profile | General academic |
| Study mode | udergraduate |
| Year and semester of studies |  |
| Course type | major |
| Language of instruction | Tomasz Surmacz., PhD |
| Coordinator | Tomasz Surmacz., PhD |
| Course instructor | English |

\* - as agreed at the faculty

1.1.Learning format – number of hours and ECTS credits

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Semester  (n0.) | Lectures | Classes | Colloquia | Lab classes | Seminars | Practical classes | Internships | others | **ECTS credits** |
|  |  | 30 |  |  |  |  |  |  | 5 |

1.2. Course delivery methods

- conducted in a traditional way

- involving distance education methods and techniques

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

The credit and final grade awarded at the end of the course is based on the following criteria:

1. Attendance and in-class participation (30%), Final exam (70%) –Classes

2. Prerequisites

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| A good level of knowledge about the Internet and tools associated with using this medium. Student should be capable of analyzing business models functioning in the “real world” and should be able to plan a business venture.  A good command of English language. |

3. Objectives, Learning Outcomes, Course Content, and Instructional Methods

3.1. Course/Module objectives

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| The main objective of this course is to deliver a wider knowledge about managing the markets and products with special focus on emerging markets. During the lessons student will work on case studies and they will solve marketing problems which arise from business circumstances. Students deal with business process of competitive strategy building in the context of main goals achieving.  The main objectives of the course students will achieve through:   * development of the ability to use analytical tools related to marketing, * development of a practical application of tools used for shaping strategy process |
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3.2. Course/Module Learning Outcomes (to be completed by the coordinator)

|  |  |  |
| --- | --- | --- |
| Learning Outcome | The description of the learning outcome  defined for the course/module | Relation to the degree programme outcomes |
| EK\_01 | Characterizes basic business models on the web with examples of their implementation | K\_W03 |
| EK\_02 | Characterize basic marketing techniques and strategies on the internet, including analysis of their effectiveness | K\_W05 |
| EK\_03 | Characterize basic marketing information gathering possibilities | K\_W07  K\_W10 |
| EK\_04 | Analyze data on the activity of users in order to make informed decisions as to marketing and business management in the organization and development of the product / service. | K\_U02  K\_U03  K\_U04  K\_U07 |
| EK\_05 | Apply the basic techniques of positioning in creating the marketing image of the organization as well as the product brand (branding) | K\_U02  K\_U06 |
| EK\_06 | Express through behaviour awareness and understanding of the importance of the Internet as an environment for creating social and business processes. | K\_K04  K\_K03 |
| EK\_07 | Demonstrates a tendency to actively use the Internet in one's economic and social activities and in creating one's own career | K\_K06  K\_K02 |

**3.3. Course content (to be completed by the coordinator)**

1. Lectures

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| Content outline |
|  |

1. Tutorials

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| Content outline |
| 1. Introduction to e-business |
| 1. Total Addressable Market (TAM) Size for the Beachhead Market |
| 1. Emphatize phase, market research, buyer personas |
| 1. Analysis of social and technological trends |
| 1. Recognizing opportunities and generating ideas |
| 1. Bringing ideas to life - generating value |
| 1. Minimum Viable Products |
| 1. Business Models in e-business |
| 1. Prototyping and testing |
| 1. Launching and marketing products and services, Pricing framework |
| 1. Lifetime Value (LTV) of an Acquired Customer and Cost of Customer Acquisition (COCA) |
| 1. Pitching |

3.4. Methods of Instruction

MULTI-MEDIA PRESENTATION, CASE STUDY, DISCUSSION

4. Assessment techniques and criteria

Written (oral) tests / group project.

4.1 Methods of evaluating learning outcomes

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| --- | --- | --- |
| Learning outcome | Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes) | Learning format (lectures, classes,…) |
| EK\_01 | Group project, written test | Classes |
| EK\_02 | Group project, written test | Classes |
| EK\_03 | Group project, written test | Classes |
| EK\_04 | Group project, written test | Classes |
| EK\_05 | Group project, written test | Classes |
| EK\_06 | Group project, written test | Classes |
| EK\_07 | Group project, written test | Classes |

4.2 Course assessment criteria

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| Attendance and in-class participation (20%), essay (25%) and final test (55%). |

5. Total student workload needed to achieve the intended learning outcomes

– number of hours and ECTS credits

|  |  |
| --- | --- |
| Activity | Number of hours |
| Scheduled course contact hours | 30 |
| Other contact hours involving the teacher (consultation hours, examinations) | 20 |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 50 |
| Total number of hours | 100 |
| Total number of ECTS credits | 5 |

\* One ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

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| --- | --- |
| Number of hours | *n/a* |
| Internship regulations and procedures | *n/a* |

7. Instructional materials

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| Primary literature:   1. Digital Business and E-Commerce Management, 7th Edition, Dave Chaffey, Tanya Hemphill, David Edmundson-Bird, Pearson 2019 |
| Complementary literature:   1. Disciplined Entrepreneurship: 24 Steps to a Successful Startup, Bill Aulet, Wiley 2013 |

Approved by the Head of the Department or an authorised person