**SYLABUS**

**Year of Study** 2021-2023

* 1. Course Description – General Information

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| COURSE NAME | E-Business |
| COURSE CODE | E/IIE/C-1.4b |
| FACULTY | Economics |
| COLLEGE | College of Social Sciences |
| INSTITUTE | Institute of Economics and Finance |
| QUALIFICATION LEVEL | Master's degree |
| PROFILE | General academic |
| STUDY MODE | Full-time |
| YEAR AND SEMESTER | II/1 |
| COURSE FORMAT | Elective specialized contents group |
| COURSE COORDINATOR | Colin Hales, Ph.D. |
| COURSE INSTRUCTOR(S) | Colin Hales, Ph.D. |
| LANGUAGE OF INSTRUCTION | English |

1.2. Course organization – learning format and number of hours, ECTS.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lecture | Tutorial | Conver. | Lab. | Seminar | ZP | Practice | Other (spec.) | **ECTS credit pts.** |
|  | 30 |  |  |  |  |  |  | 3 |

1.3. Method of teaching

☓ traditional

☐ inclusive of distance learning

1.4. Final assessment type (according to the study plan): (exam, graded credit, ungraded credit)

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| Graded credit |

2. Prerequisites

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| Technical acumen and prior computer software experience may be helpful  Working knowledge of business processes and marketing management.  Working knowledge of the Internet and World Wide Web (WWW) |

1. Objectives, teaching outcomes, description and didactic methods
   1. COURSE OBJECTIVES

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| C1 | Provide good working knowledge of e-business concepts, applications and technologies (e.g. e-business marketplace, e-Commerce, B2B e-business, e-learning, e-government and online payments). |
| C2 | Enhance the students’ competences in the widely-understood topic of Internet marketing and e-Business |
| C3 | Analyse the strategic issues, processes, policies and techniques associated with doing business online |
| C4 | Inspire students with online business ideas and motivate them to apply concepts learnt in real life |
| C5 | Forge a better understanding of e-business concepts and their differences from e-commerce |

3.2 Learning Outcomes

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| --- | --- | --- |
| EK (Learning Outcomes) | The Intended Student Learning Course Outcomes | Reference to learning outcomes with regard to the field of study (KEK) |
| EK\_01 | Broadly defines the concept of economic sciences | K\_W01  K\_W03 |
| EK\_02 | Multifaceted describes the proper functioning of the market and the role of humans in shaping its structures. | K\_W04  K\_W06 |
| EK\_03 | Specifies the important relationship of economic sciences with the science of various disciplines. | K\_U02 |
| EK\_04 | Able to work in groups taking on varied roles and accepting co-responsibility for the accomplishment of tasks | K\_U11 |
| EK\_05 | Willingly identify determinants of a given process and offers own solutions | K\_K04 |

* 1. **COURSE DESCRIPTION**

1. **Lecture contents**

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| The lectures allow for the examination of the fundamental principles associated with the strategic adoption, implementation, use and evaluation of internet as a business tool in organisations. It discusses the theories and principles which govern the strategic adoption of the internet to create and sustain value - competitiveness.  Characteristics and definitions of electronic commerce - (B2B, B2C, C2B, C2C),  Opportunities and barriers to the development of electronic commerce. |
| Ecommerce development forecasts in the US and Europe; |
| Examples of e-commerce solutions |

1. **Contents of the tutorials, seminars, etc.**

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| **Explain e-business and e-business models:**  Understand the impact of the internet on different business functions  Understanding how to develop e-business strategies to respond to consumer demands and market competition. |
| **The place of the Internet in a company's strategy:**  New ways of business communication with the market; "One-to-one" marketing; Use of site customization  Universalism of web pages; advertisement;  Public relations; Sales promotion; Internet sales and pricing policy  Creation of the image of the company and brand through the Internet |
| **Mobile Commerce and Mobile Business**  E-business Strategy and Challenges  Information Security, Cybercrime and Internet Business  Social Media and Online Marketing |
| **Internet advertising market strategies:**  Planning an advertising campaign on the Internet; Selection of advertising media;  Technical aspects of the web campaign; Implementation of an Internet advertising campaign; "Adserver" network;  Analysis of the results of the advertising campaign; Analysis of the successful commercial campaigns. |

* 1. TEACHING METHODS

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| Hands-on sessions online (computer lab), Multimedia presentation with audio-visual materials, moderated discussion, analysis and interpretation of primary sources, case studies, preparation of reports, collaborative problem solving. |

1. Methods And Assessment

4.1 The methods of verification of learning outcomes

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| Learning outcomes (symbol) | Grading systems for teaching outcomes (i.e.: test, oral examination, written examination, essay, project, report, observation during classes) | Learning format (lecture, tutorial, …) |
| ek\_01 | written examination | tutorial |
| ek\_02 | test, written examination | tutorial |
| ek\_03 | assessment of skills of analysis, test, project | tutorial |
| Ek\_04 | assessment of skills of analysis, test, presentations | tutorial |
| ek\_05 | observation during classes | tutorial |

4.2 Assessment and credit requirements

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| Student must present his/her understanding of the topics taught, through both oral and written expressions of his/her knowledge. |

5. Total Student Workload Needed To Achieve Expected Learning Outcomes With Regard To Time And ECTS Credit Points

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| Activity | No. of hours/Student workload |
| Hours of classes according to Study Plan | 30 |
| Tutorial preparation | 14 |
| Consultations (attending the teacher’s office hours) | 5 |
| Essay/report writing | 15 |
| The final examination preparation | 10 |
| Examination writing | 1 |
| Other (please specify) | - |
| TOTAL NUMBER OF HOURS | 75 |
| **ECTS CREDITS IN TOTAL** | 3 |

1. Internship

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| Number of hours | - |
| Rules and forms of internship | - |

1. Course Literature

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| Primary:   1. [*Digital business i e-commerce managemant : stategia, realizacja, praktyka* / Dave Chaffey ; [przekł. Dadan Translations]. - Warszawa: Wydawnictwo Naukowe PWN, 2016.](javascript:void(0);) 2. *E-commerce : business, technology, society* / by Kenneth Laudon, Carol Guercio Traver. - 6th ed. (International ed.). - Upper Saddle River, N.J. : Pearson Education, cop. 2010. |
| Supplementary:   1. *E-commerce : proste odpowiedzi na trudne pytania* / Tomasz Karwatka, Dawid Sadulski. - Warszawa: Wolters Kluwer Polska, 2011. |

Department head’s or authorized person signature