



## Subject card

Subject name and code	E-business, PG_00047849						
Field of study	Informatics						
Date of commencement of studies	October 2021		Academic year of realisation of subject			2023/2024	
Education level	first-cycle studies		Subject group			Optional subject group Subject group related to scientific research in the field of study	
Mode of study	Part-time studies		Mode of delivery			at the university	
Year of study	3		Language of instruction			Polish	
Semester of study	5		ECTS credits			4.0	
Learning profile	general academic profile		Assessment form			assessment	
Conducting unit	Department of Computer Architecture -> Faculty of Electronics, Telecommunications and Informatics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Andrzej Sobecki				
	Teachers		dr inż. Magdalena Ciesielska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	15.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		11.0		59.0	100
Subject objectives	Introduction to e-business foundations and multi-disciplinary informatics-economical approach to business						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_W08] Knows and understands the fundamental dilemmas of modern civilisation and basic economic, legal and other conditions of various types of activities related to the field of study, including the basic concepts and principles in the field of industrial property and copyright protection.	The student can point out which elements of civilisation development was required in order to enable the e-commerce.	[SW1] Assessment of factual knowledge
	[K6_U06] can analyse the operation of components, circuits and systems related to the field of study, measure their parameters and examine technical specifications	The student can monitoring and analysing the e-commerce platforms using the Google Analytics platform.	[SU1] Assessment of task fulfilment
	[K6_W07] Knows and understands, to an advanced extent, the general principles of setting up and development of business entities, forms of individual entrepreneurship and running ventures in the field specific to the field of study	Student can distinguish the different types of companies and taxes.	[SW1] Assessment of factual knowledge
	[K6_U43] can analyse data and formulate, apply and assess appropriate formal models and algorithms for solving problems in the field of information systems and applications	The student can analyse the data collected in the Google Analytics platform in order to mining about advantages and disadvantages of the created e-commerce platform.	[SU1] Assessment of task fulfilment
	[K6_K01] is ready to cultivate and disseminate models of proper behaviour in and outside the work environment; make independent decisions; critically evaluate actions of their own, teams they lead and organisations they are part of; take responsibility for results of these actions; responsibly perform professional roles, including: n - observing rules of professional ethics and require it from others, n - care for the achievements and traditions of the profession	The student understand the need to respect values by being aware of the protection of the value of the products it produces itself.	[SK2] Assessment of progress of work
Subject contents	1. Presentation of completion rules for the course 2. Basic foundations of any business 3. Foundations of economics in brief 4. Specifics of Internet for business - introduction 5. Starting an enterprise in the Internet 6. Classification of Internet websites 7. Segmentation of Internet market 8. Models of a virtual enterprise 9. Marketing and clienting in the Internet 10. Internet customer - classification 11. Strategies for e-business 12. Logistic processes and their management 13. Polish companies in the Internet 14. Stock markets specification and features 15. Investment decisions for companies of the new economy 16. Economic exchange and creation of new values 17. Virtual non-profit organisations in business 18. Creation and management an Internet company 19. Practical guidelines and summary 20. Completion colloquium		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Midterm test	50.0%	40.0%
	Project	50.0%	60.0%
Recommended reading	Basic literature	1. Armstrong D., Gates J. R., Rosenoer J.: Firma w Internecie. Jak z powodzeniem wykorzystać w biznesie możliwości Internetu. Wydawnictwo Prószyński i Sówka, Warszawa. 2. Sleight S.: Sukces w E-biznesie. Wydawnictwo Wiedzy i Życia, Warszawa. 3. Maciejowski T.: Firma w Internecie. Oficyna Ekonomiczna, Kraków. 4. Teluk T.: E-biznes. Nowa gospodarka. Wydawnictwo One Press, Gliwice.	

	Supplementary literature	1. Kiełtyka L.: Multimedia w biznesie. Kantor Wydawniczy, Kraków.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	