



## Subject card

Subject name and code	E-business, PG_00047879						
Field of study	Informatics						
Date of commencement of studies	October 2022		Academic year of realisation of subject		2024/2025		
Education level	first-cycle studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
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. Andrzej Sobecki				
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		6.0		14.0	50
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_W04] Knows and understands, to an advanced extent, the principles, methods and techniques of programming and the principles of computer software development or programming devices or controllers using microprocessors or programmable elements or systems specific to the field of study, and organisation of systems using computers or such devices		The student can create the e-commerce platform using the components that are available on the market.		[SW1] Assessment of factual knowledge		
	[K6_W03] Knows and understands, to an advanced extent, the construction and operating principles of components and systems related to the field of study, including theories, methods and complex relationships between them and selected specific issues - appropriate for the curriculum		The student can deploy the created e-commerce platform using contenerization paradigm.		[SW1] Assessment of factual knowledge		
	[K6_U11] can plan and organise individual and team work		Student work in the group while he prepare the e-commerce platform.		[SU1] Assessment of task fulfilment		

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 colloquium	50.0%	50.0%
	Project	50.0%	50.0%
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 Spółka, 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		