



Subject card

Subject name and code	E-business, PG_00047777						
Field of study	Informatics						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2023/2024		
Education level	second-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	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			4.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Computer Architecture -> Faculty of Electronics, Telecommunications and Informatics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Magdalena Ciesielska					
	Teachers	dr inż. Magdalena Ciesielska					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	12.0	0.0	0.0	15.0	0.0	27
	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	27		10.0		63.0	100
Subject objectives	Teaching the students about technological and economic foundations of e-business						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K7_W09] Knows and understands, to an increased extent, the economic, legal and other conditions of various types of activities related to the given qualification, including the principles of protection of industrial property and copyright.	The student can point out the differences in types of companies and know the methods how to sell or create the license for the created products.	[SW1] Assessment of factual knowledge
	[K7_W08] Knows and understands, to an increased extent, the fundamental dilemmas of modern civilisation, the main development trends of scientific disciplines relevant to the field of education.	The student understand the civilisation changes that occur before we can create virtual markets.	[SW1] Assessment of factual knowledge
	[K7_U03] can design, according to required specifications, and make a complex device, facility, system or carry out a process, specific to the field of study, using suitable methods, techniques, tools and materials, following engineering standards and norms, applying technologies specific to the field of study and experience gained in the professional engineering environment	The student can create the e-commerce platform using the tools and libraries that are available in the market.	[SU1] Assessment of task fulfilment
	[K7_U09] can carry out a critical analysis of the functioning of existing technical solutions and assess these solutions, as well as apply experience related to the maintenance of advanced technical systems, devices and facilities typical for the field of studies, gained in the professional engineering environment	The student is able to critically analyze how an e-commerce platform operates from the supply and demand side.	[SU1] Assessment of task fulfilment
Subject contents	1.Introduction: digital business and digital commerce2.Digital business transformation. Opportunities and barriers to digital business development.3.Introduction to e-commerce. Segmentation of online markets.4.Infrastructure of e-commerce part 1.5.Infrastructure of e-commerce part.26.Security and payment systems in e-commerce7.Building an e-commerce presence8.Business and revenue models in e-commerce9.Principles of creating an online store.10.Internet marketing: social, mobile, local11.Starting an online business. Virtual enterprise.12.Legal aspects of conducting e-commerce		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	50.0%	60.0%
	Examination	50.0%	40.0%
Recommended reading	Basic literature	1. Laudon K.C., Traver C.G., E-commerce: Business, Technology, Society. Pearson. 2. Chaffey D., Digital Business and E-commerce Management, PWN.	
	Supplementary literature	1. Teluk T.: E-biznes. Nowa gospodarka. Wydawnictwo One Press, Gliwice. 2. Kiełtyka L.: Multimedia w biznesie. Kantor Wydawniczy, Kraków. 3. Armstrong D., Gates J. R., Rosenoer J.: Firma w Internecie. Jak z powodzeniem wykorzystać w biznesie możliwości Internetu. Wydawnictwo Prószyński i Spółka, Warszawa. 4. Sleight S.: Sukces w E-biznesie. Wydawnictwo Wiedzy i Życia, Warszawa. 5. Maciejowski T.: Firma w Internecie. Oficyna Ekonomiczna, Kraków.	
	eResources addresses	Adresy na platformie eNauczanie: Cyfrowy biznes WETI - Moodle ID: 31253 https://enauzanie.pg.edu.pl/moodle/course/view.php?id=31253	
Example issues/ example questions/ tasks being completed	Creating a company's online presence: <ul style="list-style-type: none"> • selection of technological solutions: software, hardware, security, payments, logistics • selection of business solutions: business model, revenue model, intermediation, online marketing, • creating an online store,mcommerce • intellectual property law, and trading on the Internet 		
Work placement	Not applicable		