GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	E-business, PG_00047777
Field of study	Informatics

Date of commencement of studies	October 2023	Academic year of realisation of subject	2024/2025
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_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_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_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 can create the e-commerce platform and deploy them using the IaC scripts and contenerization methods.	[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

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. Armstrong D., Gates J. R., Rosenoer J.: Firma w Internecie. Jak z powodzeniem wykorzystać w biznesie możliwości Internetu. Wydawnictwo Prószynski i Spółka, Warszawa. 2. Sleight S.: Sukces w E-biznesie. Wydawnictwo Wiedzy i Życia, Warszawa. 3. Maciejowski T.: Firma w Internecie. Oficyna Ekonomiczna, Kraków.
	Supplementary literature	1. Teluk T.: E-biznes. Nowa gospodarka. Wydawnictwo One Press, Gliwice. 2. Kiełtyka L.: Multimedia w biznesie. Kantor Wydawniczy, Kraków.
	eResources addresses	Adresy na platformie eNauczanie: Cyfrowy Biznes NS WETI 24/25 - Moodle ID: 40147 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=40147

Example issues/ example questions/ tasks being completed	

Work placement	Not applicable

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