



Subject card

Subject name and code	E-BIZNES, PG_00037939						
Field of study	Management, Management						
Date of commencement of studies	February 2023	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	Full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Magdalena Brzozowska-Woś					
	Teachers	dr hab. inż. Magdalena Brzozowska-Woś					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Address on the e-learning platform: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=16924							
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	2.0	17.0	49		
Subject objectives	The purpose of this module is to provide students with practical tips on how to plan and implement digital business.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K7_W02] has an in-depth knowledge of classical and modern management concepts and their application in the management of modern organizations of various types	Student defines the concept of electronic economy, e-business, e-commerce and e-marketing; Understands the importance of marketing planning in the implementation of online business.	[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge
	[K7_W04] knows and understands the principles of building relations between organisations, including the strategy of achieving competitive advantage, taking into account public and social sector organisations and non-profit organisations	Student understands and classifies relations occurring in the electronic economy; Describes the different groups of website visitors.	[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge
	[K7_K02] interacts by taking on roles in the group that are conducive to maximising the effects of teamwork, including social relations	Student carries out the stages of the project by working in a team.	[SK2] Assessment of progress of work [SK5] Assessment of ability to solve problems that arise in practice [SK3] Assessment of ability to organize work
	[K7_U02] analyses complex economic processes and phenomena using selected methods and techniques for analysing socio-economic data, and formulates their own opinions and conclusions concerning these processes and phenomena	Student is able to analyze the macro- and micro-environment; Student searches for and selects the appropriate partners for the implementation of the project; Student is able to analyze the competition.	[SU5] Assessment of ability to present the results of task [SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information
[K7_U10] uses appropriate methods and techniques to support the decision-making process to solve problems occurring in livestock units	Student develops the marketing specification of the website; Student designs the layout of information on the pages of the website; Distinguishes and selects the right tools for marketing communication on the Internet.	[SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information	
Subject contents	<ul style="list-style-type: none"> • Determining the type of online trading website and its offer. • Using the "bull's eye" model to evaluate a project. • Analysis of the website's adaptation to market needs - conducting marketing research. • Supplier analysis. Estimation of operating costs. • Competition analysis. • PESTEL analysis. • Defining the mission, vision, values, goals, target groups and the actions they will take on the website, developing personas based on research results. • Development of a website functioning diagram and a site map. • TOWS/SWOT analysis and normative strategy. • Business Model Canvas. • Determining the website's operating strategy (SOSTAC method). Consideration of marketing goals and strategy. 		
Prerequisites and co-requisites	Marketing, Marketing research		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	60.0%	100.0%
Recommended reading	Basic literature	<ul style="list-style-type: none"> • Materiały edukacyjne opracowane dla Studentów; • Brzozowska-Woś Magdalena, Wpływ cyfrowej komunikacji marketingowej na angażowanie się w markę i współtworzenie jej wartości przez młodych konsumentów. Wyd. Politechniki Gdańskiej, Gdańsk 2020. • Cohen June: Serwisy WWW. Projektowanie, tworzenie i zarządzanie. Wyd. Helion, Gliwice 2004; • Price Jonathan, Price Lisa: Profesjonalny serwis WWW. Wyd. Helion. Gliwice 2002; • Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts (2017) Social Media Marketing. A Strategic Approach. 2nd Edition; • Pearrow Mark: Funkcjonalność stron internetowych. Wyd. Helion. Gliwice 2002; 	
	Supplementary literature	<ul style="list-style-type: none"> • Blythe Jim: Komunikacja marketingowa. PWE, Warszawa 2002; • Maciejowski Tomasz: Narzędzia skutecznej promocji w internecie. Oficyna Ekonomiczna. Kraków 2003; • Godin S., Plemiona 2.0, ONE Press, Gliwice 2010 (ang. tyt. Tribes: We Need You to Lead Us, 2008) 	
	eResources addresses	Adresy na platformie eNauczanie: E-biznes, 2023/2024 - Moodle ID: 35129 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=35129	

Example issues/ example questions/ tasks being completed	Definition of the mission, vision, values and objectives of the website; Analysis of competitors; Elaboration of the website scheme and mobile applications; Website map development; Development of a strategy
Work placement	Not applicable