Subject card

Subject name and code	E-business, PG_00047879
Field of study	Informatics

Date of commencement of studies	October 2025	Academic year of realisation of subject	2027/2028
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 -> Wydziały Politechniki Gdańskiej

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_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
	[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

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
	Project	50.0%	50.0%
	Midterm colloquium	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 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. 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		

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