



Subject card

Subject name and code	E-COMMERCE, PG_00071737						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject				2028/2029	
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				English	
Semester of study	5	ECTS credits				4.0	
Learning profile	general academic profile	Assessment form				assessment	
Conducting unit	Department of Informatics In Management -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Magdalena Ciesielska					
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	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	45		3.0		52.0	100
Subject objectives	The aim of the course is to prepare students to design and analyze e-commerce solutions and make business decisions in a digital environment based on their knowledge of business models, data analysis, and the functioning of digital platforms, as well as to foster attitudes related to responsibility, ethics, and cultural awareness in the context of online business activities.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_K01] is ready to fulfill professional roles responsibly, taking legal, ethical, and cultural aspects into account in decision-making processes.		The student is prepared to fulfill professional roles responsibly, taking into account the legal, ethical, and cultural aspects of e-commerce, particularly through participation in case studies, discussions, and teamwork on digital projects.		[SK5] Assessment of ability to solve problems that arise in practice [SK4] Assessment of communication skills, including language correctness		
	[K6_U02] communicates effectively with others by preparing presentations that use terminology specific to the field of management, and by evaluating diverse opinions during discussions and debates.		Students are able to communicate effectively with others by preparing presentations and recommendations on e-commerce strategies, using management terminology as well as methods for data analysis and evaluating the results of digital initiatives.		[SU5] Assessment of ability to present the results of task [SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information		
	[K6_W06] understands and applies methods for classifying and evaluating acquired information based on advanced general and specialized knowledge, with consideration of their application in various types of professional activities.		The student is familiar with and understands methods for classifying and evaluating information in the context of e-commerce data analysis, assessing the effectiveness of business models, and interpreting marketing and sales metrics.		[SW1] Assessment of factual knowledge		

Subject contents	Course content – lecture 1. Introduction to E-commerce 2. E-commerce Business Models 3. E-commerce Platforms 4. UX/UI and the Customer Journey 5. E-commerce Marketing 6. Analytics and Data in E-commerce 7. E-commerce Logistics 8. E-commerce Payments and Security 9. Law and Regulations 10. AI in E-commerce 11. Starting an E-commerce Business		
	Course content – exercises  Module 1: Digital Strategy Module 2: Building an Online Presence Module 3: Optimization Module 4: Data and Analytics		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	60.0%	60.0%
	test	60.0%	40.0%
Recommended reading	Basic literature	Qin, Z., Wang, G., Deng, W., & Hao, Y. (2025). <i>Introduction to E-commerce</i> . Springer Nature.  Qin, Z., Shuai, Q., Wang, G., Zhang, P., Cao, M., & Chen, M. (2022). <i>E-commerce: concepts, principles, and application</i> . Singapore: Springer.	
	Supplementary literature	Akil, S., & Ungan, M. C. (2022). E-commerce logistics service quality: customer satisfaction and loyalty. <i>Journal of Electronic Commerce in Organizations (JECO)</i> , 20(1), 1-19.  Al Khaldy, M., Ishtaiwi, A., Al-Qerem, A., Aldweesh, A., Alauthman, M., Almomani, A., & Arya, V. (2023). Redefining E-Commerce experience: An exploration of augmented and virtual reality technologies. <i>International Journal on Semantic Web and Information Systems (IJSWIS)</i> , 19(1), 1-24.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Develop a digital strategy for your business, build an online presence, and optimize your content		
Practical activities within the subject	Not applicable		

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