



Subject card

Subject name and code	E-business, PG_00047879						
Field of study	Informatics						
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			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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Andrzej Sobecki					
	Teachers	dr inż. Andrzej Sobecki					
Lesson types	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	Course content – lecture 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	<table border="1"> <thead> <tr> <th data-bbox="454 656 794 685">Subject passing criteria</th> <th data-bbox="799 656 1139 685">Passing threshold</th> <th data-bbox="1144 656 1482 685">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="454 692 794 721">Midterm colloquium</td> <td data-bbox="799 692 1139 721">50.0%</td> <td data-bbox="1144 692 1482 721">50.0%</td> </tr> <tr> <td data-bbox="454 728 794 757">Project</td> <td data-bbox="799 728 1139 757">50.0%</td> <td data-bbox="1144 728 1482 757">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Midterm colloquium	50.0%	50.0%	Project	50.0%	50.0%
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Example issues/ example questions/ tasks being completed												
Practical activities within the subject	Not applicable											

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