



## Subject card

Subject name and code	E-business, PG_00047777						
Field of study	Informatics						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Magdalena Ciesielska					
	Teachers	dr inż. Magdalena Ciesielska					
Lesson types	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_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 containerization methods.			[SU1] Assessment of task fulfilment		
	[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_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		

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		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Examination	50.0%	40.0%
	Project	50.0%	60.0%
Recommended reading	Basic literature	1. Armstrong D., Gates J. R., Rosenoer J.: Firma w Internecie. Jak z powodzeniem wykorzystać w biznesie możliwości Internetu. Wydawnictwo Prószyński 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		
Example issues/ example questions/ tasks being completed			
Practical activities within the subject	Not applicable		

Document generated electronically. Does not require a seal or signature.