

Subject card

Subject name and code	E-Business Strategies, PG_00119042						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Specialty subject group		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Zuzanna Borda				
	Teachers		dr Zuzanna Borda				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		0.0		0.0	15
Subject objectives	The purpose of the course is to introduce students to the possibilities of using the Internet in business. Among other things, the student will learn about various models of e-business. Through exercises, students will be involved in realistic scenarios where they will have to identify, analyze and solve problems. They will also work on projects that require critical thinking, risk assessment and decision-making, allowing them to develop the skills necessary to effectively manage dilemmas in e-business.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	The student will demonstrate the ability to recognize problems and challenges that may arise in e-business operations, such as legal, ethical, technical, or marketing issues. He or she will be able to analyze the impact of these issues on the operation of the business.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	The student will recognize and interpret market, technological and social trends affecting e-business. He/she will possess the ability to constructively criticize existing e-business strategies and models and propose improvements and innovative solutions.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student will be able to identify key external stakeholders (customers, suppliers, regulators, communities) and analyze their impact on e-business operations.	[SW2] presentation/project/paper/report
	[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	The student should demonstrate the ability to propose the application of various e-business models in the activities of enterprises.	[SW1] oral statement/conversation/discussion
	[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	Students should demonstrate the ability to independently evaluate and critically analyze various e-business strategies and tactics.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

Subject contents	<p>Project 1 Defining the vision in the strategy, or what do we really do? Content:</p> <ol style="list-style-type: none"> 1. Understand the importance of vision and mission in the context of e-business strategy. 2. Identify potential red ocean pitfalls for e-business. 3. Practical application of knowledge from the lecture through analysis of real e-business cases. <p>Project 2: Communicating customer value in a business model: Content:</p> <ol style="list-style-type: none"> 1. Introduction to the concept of value proposition in a business model. 2. Development of a value proposition using the Value Proposition Canvas tool. 3. Group workshop: creating a value proposition for a selected business. 4. Discussion and analysis of examples of effective customer value communication. 5. Presentation of the results of the group studies and discussion of their strengths and weaknesses. 6. Discussion of the idea of "Start with WHY" by Simon Sinek and its application to e-business strategy. 7. Analysis of the ways in which leaders inspire action by clearly defining the "why." <p>Project 3: Blog and Vlog in the business model Content:</p> <ol style="list-style-type: none"> 1. Introduction to the role of blogs and vlogs in e-business strategy. 2. Analysis of examples of successful blogs and vlogs as customer communication tools. 3. Discussion of ways to build and maintain an online community through blogs and vlogs. 4. SEO and content optimization techniques for blogs and vlogs. 5. Presentation of developed blogs and vlogs strategies and evaluation of their business potential. <p>Project 4: Evaluation of the e-business strategy of a selected company. Case Study Content:</p> <ol style="list-style-type: none"> 1. Introduction to methods of e-business strategy analysis. 2. Selection of an enterprise for analysis (individually or in groups). 3. Conducting an analysis of the e-business strategy of the selected enterprise. 4. Identification of strengths, weaknesses, opportunities and threats (SWOT analysis). 5. Evaluating the effectiveness of the e-business strategy and its impact on the enterprise's performance. 6. Presentation of recommendations and proposals for improvement of the strategy. 7. Presentation of the results of the analysis in the form of a report and multimedia presentation. 8. Discussion of the presented strategies and discussion of the conclusions of the case study. 																	
Prerequisites and co-requisites																		
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1171 794 1200">Subject passing criteria</th> <th data-bbox="798 1171 1139 1200">Passing threshold</th> <th data-bbox="1142 1171 1485 1200">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1205 794 1234">20 pkt</td> <td data-bbox="798 1205 1139 1234">51.0%</td> <td data-bbox="1142 1205 1485 1234">25.0%</td> </tr> <tr> <td data-bbox="453 1238 794 1267">10 pkt</td> <td data-bbox="798 1238 1139 1267">51.0%</td> <td data-bbox="1142 1238 1485 1267">25.0%</td> </tr> <tr> <td data-bbox="453 1272 794 1301">20 okt</td> <td data-bbox="798 1272 1139 1301">51.0%</td> <td data-bbox="1142 1272 1485 1301">25.0%</td> </tr> <tr> <td data-bbox="453 1305 794 1335">20 pkt</td> <td data-bbox="798 1305 1139 1335">51.0%</td> <td data-bbox="1142 1305 1485 1335">25.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	20 pkt	51.0%	25.0%	10 pkt	51.0%	25.0%	20 okt	51.0%	25.0%	20 pkt	51.0%	25.0%
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Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. A. Osterwalder, Y. Pigneur, Tworzenie modeli biznesowych. Podręcznik wizjonera, One Press Helion 2012 2. A. Osterwalder, Y. Pigneur, G. Bernarda, A. Smith i in., Tworzenie najlepszych ofert. Produkty i usługi, na których zależy klientom, OnePress Helion, 2022 																
	Supplementary literature	<ol style="list-style-type: none"> 1. P. Przybylski, E-commerce 2.0, Wydawnictwo Biznesowe Expertia, 2021 2. M. Skwarek, Magia Instagrama. Jak zdobyć milionowe zasięgi w 90 dni, Helion One Press, 2023 3. M. Skwarek, Skuteczny marketing na Tik Toku. Jak zdobyć miliony wyświetleń i tysiące obserwatorów w miesiąc (albo szybciej), Helion One Press, 2022 																
	eResources addresses	<p>Basic</p> <p>https://bstrategyhub.com - Business Strategy Hub is a website dedicated to business strategies. It offers a wide range of range of resources and tools, such as SWOT analyses, PESTLE, marketing, product, competitive and organizational s strategies. The site includes articles on various business models, analytical tools, and detailed information about the owners of of well-known companies and brands. It is a useful resource for students, entrepreneurs, managers and consultants who want to deepen their knowledge of business strategies.</p>																

<p>Example issues/ example questions/ tasks being completed</p>	<p>Defining the vision in the strategy or what do we really do? Objective:</p> <ol style="list-style-type: none"> 1. Understand the importance of vision and mission in the context of e-business strategy. 2. To identify potential red ocean pitfalls for e-business. 3. To practically apply knowledge from the lecture by analyzing real e-business cases. <p>Task:</p> <ul style="list-style-type: none"> • Group work (3 people) • Each group is given the task of selecting an existing e-business company and analyzing its vision, mission and identifying potential red ocean pitfalls. <p>The groups are to:</p> <ul style="list-style-type: none"> • Find the official vision and mission statement of the selected e-business company. • Conduct an analysis of the vision and mission statement for clarity, consistency and alignment with the company's business. • Identify potential red ocean pitfalls, i.e. factors that hinder success in the e-business industry, e.g. excessive competition, price as the only competitive factor, lack of innovation, etc. • Prepare a short presentation (about 10-15 minutes) summarizing their analysis.
<p>Work placement</p>	<p>Not applicable</p>

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