

Subject card

Subject name and code	E-Business in Global Economy, PG_00122095						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	undergraduate studies	Subject group			Obligatory subject group 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	6	ECTS credits			2.0		
Learning profile	academic	Assessment form					
Conducting unit	Zakład Gospodarki Elektronicznej -> Katedra Transportu i Handlu Morskiego -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Zuzanna Borda				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	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		0.0		0.0	30
Subject objectives	The aim of the subject is to familiarize students with the theory and practice of e-business in a global context. During the lectures, students will gain knowledge about the creation, management and development of e-businesses, as well as understand the impact of globalization on business activities on the Internet. Students will be involved in creating business plans, analyzing cases, as well as developing marketing strategies and managing e-business projects.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is prepared to think and act entrepreneurially, adapts to new situations and conditions, takes on challenges requiring creative thinking, is resilient to failures, and is able to identify threats and assess the risk of their occurrence in the context of e-business.	[SK2] presentation/project/paper/report
	[MSG3_U15] can appropriately identify priorities, plan and organise tasks related to their implementation, as well as monitor and evaluate progress	The student is able to set priorities in e-business activities, plan and organize tasks, as well as monitor their implementation and assess progress in the context of the global economy.	[SU2] presentation/project/paper/report
	[MSG3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	The student knows and understands the relationships between economic entities and public institutions operating in national, international, and intercultural spheres in the context of e-business.	[SW2] presentation/project/paper/report
	[MSG3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	The student knows and understands the basic concepts and principles of intellectual property protection, industrial property, and copyright in the context of e-business.	[SW2] presentation/project/paper/report
	[MSG3_W10] knows selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	The student knows selected methods and tools, including IT tools and data acquisition techniques, enabling the description and analysis of economic entities operating in the international market, as well as understands the processes and phenomena occurring within and between them, supporting decision-making in e-business.	[SW2] presentation/project/paper/report
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	The student knows and understands the basic principles of creating and developing various forms of entrepreneurship in the context of e-business and the global economy.	[SW2] presentation/project/paper/report
	[MSG3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	The student has advanced knowledge of various types and key elements of the structures of economic entities, organizations, and public institutions in the context of e-business in the global economy.	[SW2] presentation/project/paper/report
	[MSG3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	The student is able to identify selected types of risks associated with the international operations of enterprises and accurately assess their consequences in the context of e-business.	[SU2] presentation/project/paper/report
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student is able to collaborate and work in a team, including in an international environment, taking on various roles and effectively supporting the achievement of goals related to e-business.	[SU2] presentation/project/paper/report
	[MSG3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student uses basic methods, computer programs, and marketing techniques and tools to acquire and analyze data necessary for diagnosing economic processes and making appropriate economic decisions in e-business.	[SU2] presentation/project/paper/report

Subject contents	<p>Week 1: Introduction to e-business</p> <p>Week 2: E-business and traditional business</p> <p>Week 3: E-business business plan</p> <p>Week 4: Business Environment Institutions (BEIs)</p> <p>Week 5: Tools and technologies in e-business</p> <p>Week 6: Legal aspects of e-business</p> <p>Week 7: Global market analysis and competition monitoring</p> <p>Week 8: Negotiations and assertivness</p> <p>Week 9: Team building</p> <p>Week 10: Pitchdecks</p> <p>Week 11: Marketing in e-business</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Presentation	51.0%	20.0%
	Businessplan	51.0%	80.0%
Recommended reading	Basic literature	<p>Chaffey, D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson, Harlow, 2015.</p> <p>Laudon, K. C., Traver, C. G., E-commerce 2019: Business, Technology and Society, Pearson, Boston, 2019.</p>	
	Supplementary literature	Turban, E., King, D., Lee, J., Liang, T. P., Turban, D., Electronic Commerce: A Managerial and Social Networks Perspective, Springer, Cham, 2015.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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