

Subject card

Subject name and code	E-Business in Global Economy, PG_00119151						
Field of study	International Economic Relations						
Date of commencement of studies	October 2023	Academic year of realisation of subject	2025/2026				
Education level	Bachelor's studies	Subject group					
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	3.0				
Learning profile	academic	Assessment form	credit				
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Jacek Winiarski					
	Teachers	dr Zuzanna Borda dr hab. Jacek Winiarski					
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_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 analytical and IT tools used to describe and analyze e-business activities in international markets.	[SW2] presentation/project/paper/report
	[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 ready to act entrepreneurially, demonstrates flexibility and creativity in developing business ideas, and is willing to take risks.	[SK2] presentation/project/paper/report
	[MSG3_U15] can appropriately identify priorities, plan and organize tasks related to their implementation, as well as monitor and evaluate progress	The student can plan and organize the implementation of an e-business project, setting priorities and monitoring progress.	[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 effectively cooperate in a team, including in an international environment, while carrying out a joint e-business project.	[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 analytical and marketing tools to collect and interpret data necessary for decision-making in e-business projects.	[SU2] 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 and assess risks associated with conducting e-business in international markets.	[SU2] presentation/project/paper/report
	[MSG3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	The student understands the basic concepts and principles of intellectual property and copyright protection in the context of e-business and start-up development.	[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 the organizational structures of modern e-business ventures and their functioning in the global economy.	[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 principles of creating and developing start-ups and digital business models in the international environment.	[SW2] 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 analytical and IT tools used to describe and analyze e-business activities in international markets.	[SW2] 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 assertiveness</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
	Businessplan	51.0%	80.0%
	Presentation	51.0%	20.0%
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	<p>Turban, E., King, D., Lee, J., Liang, T. P., Turban, D., Electronic Commerce: A Managerial and Social Networks Perspective, Springer, Cham, 2015.</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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