

Subject card

Subject name and code	eCommerce, PG_00157398						
Field of study	Information Science and Econometrics						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	postgraduate 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	2		Language of instruction		English		
Semester of study	4		ECTS credits		5.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Informatyki Ekonomicznej -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr inż. Dawid Jereczek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	30.0	0.0	0.0	45
	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	45		20.0		60.0	125
Subject objectives	The aim of the course is to familiarize students with the basic principles and technologies related to conducting commercial activities on the Internet. Students will gain skills in designing, creating and managing eCommerce platforms, as well as learn key aspects of digital marketing, online payments and network security. The aim of the course is to develop competences in the field of market analysis and the use of modern IT tools to optimize sales processes and customer relationship management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEMU2_W02] The student has an in-depth knowledge of economic structures and institutions, the processes taking place in them, the connections between them and their dynamics, and has an in-depth knowledge of the phenomena and processes taking place in their environment.	Student understands the importance of eCommerce in the activities of modern companies and its impact on various aspects of the functioning of the enterprise. He is able to assess how effective use of eCommerce platforms and internet marketing strategies contributes to sales growth, management optimization and building relationships with customers.	[SW1] oral statement/ conversation/discussion
	[liEMU2_U04] The student is able to plan, design, and program information systems at an advanced level, supporting the operation of business entities.	The student is able to independently use the available tools to prepare a simple eCommerce platform	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[liEMU2_U02] The student is able to proficiently acquire detailed information about economic processes and phenomena through direct observation, planned experimentation or database queries, as well as collect and process it using modern information technology tools.	The student is able to efficiently collect data on the effectiveness of eCommerce activities through direct observation, experiments and database queries. The student is able to collect, analyze and process this data using modern IT tools, which allows for the optimization of sales, marketing and management strategies in the eCommerce environment.	[SU1] oral statement/conversation/ discussion
	[liEMU2_K05] The student can think and act in an entrepreneurial manner and flexibly adapt to changing environmental conditions. Thinks creatively and can go beyond the usual patterns.	The student is aware of the key role eCommerce plays in increasing the company's competitiveness and in adapting to changing market and technological trends.	[SK1] oral statement/conversation/ discussion
Subject contents	1. Basic concepts, history of eCommerce, business models and main types of eCommerce platforms (B2B, B2C, C2C, C2B).2. The process of creating and implementing eCommerce platforms, including technical aspects such as user interface (UI) and user experience (UX) design, site architecture and technology selection.3. Processes related to inventory management, order fulfillment, delivery and returns.4. Data protection principles, securing online transactions, fraud prevention and compliance with legal regulations (e.g. GDPR).		
Prerequisites and co-requisites	Knowledge of basic programming principles and the ability to use popular computer tools and operating systems. Understanding of the basics of how websites work, internet protocols, and web technologies such as HTML, CSS, and JavaScript. Knowledge of basic marketing principles, including digital marketing, online advertising, and promotional strategies. Ability to understand basic business processes such as sales, supply chain management, and customer service.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final project	51.0%	50.0%
	own work during classes	51.0%	50.0%
Recommended reading	Basic literature	Laudon K. (2023), E-Commerce 2023: Business, Technology, Society, Pearson	
	Supplementary literature	Schneider G. (2016), Electronic Commerce, Cengage Learning EMEA	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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