

Subject card

Subject name and code	Basis of Electronic Business, PG_00169950						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's 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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		1.0		
Learning profile	academic		Assessment form				
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 Adam Borodo				
	Teachers						
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		5.0		5.0	25
Subject objectives	The aim of the course is to introduce students to the possibilities of using the Internet in conducting business activities. The student will become familiar with various e-business models, electronic commerce on a national and global scale, the application of EDI (Electronic Data Interchange) between business partners, and the possibilities of integrating partners on electronic platforms.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	The student will gain knowledge about the possibilities of using internet technologies in enterprises and public institutions, and their impact on the business models of these entities.	[SW1] oral statement/ conversation/discussion
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student will be able to develop an economic venture that incorporates the use of internet technologies.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The ability to communicate and work in a group is essential for developing an e-business idea.	[SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Considering the dynamic changes in internet technologies and their effects on business operations, the student understands the need for continuous deepening of knowledge in this area.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	Using the knowledge acquired, the student engages in developing group projects, focusing on proposals for new solutions and initiatives in e-business.	[SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	The student should demonstrate the ability to propose the application of various e-business models in business activities.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	The student can, using the Internet, gather data and present the current situation in the development of specific areas of e-business.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
Subject contents	1. Data sources on e-commerce. 2. Analysis of the business potential of selected social media platforms. 3. Analysis of the e-commerce strategy of a selected company. 4. Analysis of business models of online services. 5. Characteristics of the Polish e-commerce market. To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.		
Prerequisites and co-requisites	Basic knowledge of information technology.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Here's the translation: Work on group projects (4x5 points).	51.0%	100.0%
Recommended reading	Basic literature	1. M. Cichon& all., Biblia e-biznesu, One Press Helion, Warszawa 2014 2. M. Cichon& all., Biblia e-biznesu. Nowy testament, One Press Helion, Warszawa 2016	

	Supplementary literature	1. O. Debicka, A. Borodo, Wykorzystanie modelu SaaS w budowie sklepów internetowych w Polsce {w:} Wyzwania społeczeństwa informacyjnego, Uniwersytet Gdański, Gdańsk 2015, 2. O. Deebicka, "Uwarunkowania rozwoju transgranicznego handlu elektronicznego w Unii Europejskiej" [w:] Problemy regionalizmu i globalizacji, pod red. Jana Rymarczyka, Małgorzaty Domiter, Wawrzynca Michalczyka. Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2011 3. O. Debicka: "Wykorzystanie koncepcji EDI w usprawnieniu procesów biznesowych" [w:] Studia i Materiały Instytutu Transportu i Handlu Morskiego nr 8/2011, Fundacja Rozwoju UG, Sopot 2012 4. P. Kobis, Marketing z Google. Jak osiągnąć wysoką pozycję? Techniki pozycjonowania a spam. Wydawnictwo Naukowe PWN, Warszawa 2007
	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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