

Subject card

Subject name and code	E-Business Strategies, PG_00171470						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master'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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		10.0		25.0	50
Subject objectives	The purpose of the course is to introduce students to the possibilities of using the Internet in business success. Among other things, the student will learn about various models of e-business.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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	The student should demonstrate the ability to propose the application of various e-business models in the activities of enterprises.	[SU1] oral statement/conversation/discussion
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	The student recognizes key challenges and issues that may arise in e-business operations, such as legal, ethical, technological, marketing, or operational issues. Student is able to analyze the impact of these dilemmas on business operations and strategy.	[SK4] test/exam - oral or written
	[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 operation of enterprises.	[SW4] test/exam - oral or written
	[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	Students demonstrate the ability to think critically and formulate their own opinions on the analyzed processes and phenomena in the field of e-business.	[SU4] test/exam - oral or written
	[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 is able to present the current situation in the development of specific areas of e-business	[SW4] test/exam - oral or written

Subject contents	Digital business strategy:		
	• The essence of strategy • The place of e-business strategy in enterprise strategy • The consequences of a lack of or poorly formulated digital strategy • A general model of the strategy development process • The pitfalls of the Red Ocean		
	Customer Development in enterprise strategiesE-business models and BMC in building a business model		
	• What is a business model? • Types of business models • Classification of e-business models in Western scientific literature • E-commerce business models • Canvas Business Model and case studies		
	Overview of business models (e-commerce, media-site, podcast, 2-sided market, SaaS):		
	• Model description • Service offered • Earning model • Examples		
	KPIs in business models:		
	• What exactly is a KPI and why is it so important? • KPIs in the SaaS model • KPIs in the E-commerce model • KPIs in the media-site model • KPIs in the 2sided-market model		
	To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	3 pytania z bazy pytań	51.0%	100.0%
Recommended reading	Basic literature	1. A. Osterwalder, Y. Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, , One Press Helion 2012 2. A. Osterwalder, Y. Pigneur, G. Bernarda, A. Smith et all., Value Proposition Design: How to Create Products and Services Customers Want, OnePress Helion, 2022	
	Supplementary literature	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	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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