

Subject card

Subject name and code	E-Business Strategies, PG_00171471						
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 Specialty subject group		
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	Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
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	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		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. Among other things, the student will learn about various models of e-business. Through exercises, students will be involved in realistic scenarios where they will have to identify, analyze and solve problems. They will also work on projects that require critical thinking, risk assessment and decision-making, allowing them to develop the skills necessary to effectively manage dilemmas in e-business.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	The student will demonstrate the ability to recognize problems and challenges that may arise in e-business operations, such as legal, ethical, technical, or marketing issues. He or she will be able to analyze the impact of these issues on the operation of the business.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[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 will be able to identify key external stakeholders (customers, suppliers, regulators, communities) and analyze their impact on e-business operations.	[SW2] presentation/project/paper/report
	[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 activities of enterprises.	[SW1] oral statement/conversation/discussion
	[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	The student will recognize and interpret market, technological and social trends affecting e-business. He/she will possess the ability to constructively criticize existing e-business strategies and models and propose improvements and innovative solutions.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[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	Students should demonstrate the ability to independently evaluate and critically analyze various e-business strategies and tactics.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

Subject contents	Project 1 Defining the vision in the strategy, or what do we really do? Content:																	
	1. Understand the importance of vision and mission in the context of e-business strategy. 2. Identify potential red ocean pitfalls for e-business. 3. Practical application of knowledge from the lecture through analysis of real e-business cases.																	
	Project 2: Communicating customer value in a business model: Content:																	
	1. Introduction to the concept of value proposition in a business model. 2. Development of a value proposition using the Value Proposition Canvas tool. 3. Group workshop: creating a value proposition for a selected business. 4. Discussion and analysis of examples of effective customer value communication. 5. Presentation of the results of the group studies and discussion of their strengths and weaknesses. 6. Discussion of the idea of "Start with WHY" by Simon Sinek and its application to e-business strategy. 7. Analysis of the ways in which leaders inspire action by clearly defining the "why."																	
	Project 3: Blog and Vlog in the business model Content:																	
	1. Introduction to the role of blogs and vlogs in e-business strategy. 2. Analysis of examples of successful blogs and vlogs as customer communication tools. 3. Discussion of ways to build and maintain an online community through blogs and vlogs. 4. SEO and content optimization techniques for blogs and vlogs. 5. Presentation of developed blogs and vlogs strategies and evaluation of their business potential.																	
	Project 4: Evaluation of the e-business strategy of a selected company. Case Study Content:																	
	1. Introduction to methods of e-business strategy analysis. 2. Selection of an enterprise for analysis (individually or in groups). 3. Conducting an analysis of the e-business strategy of the selected enterprise. 4. Identification of strengths, weaknesses, opportunities and threats (SWOT analysis). 5. Evaluating the effectiveness of the e-business strategy and its impact on the enterprise's performance. 6. Presentation of recommendations and proposals for improvement of the strategy. 7. Presentation of the results of the analysis in the form of a report and multimedia presentation. 8. Discussion of the presented strategies and discussion of the conclusions of the case study.																	
	To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.																	
Prerequisites and co-requisites																		
Assessment methods and criteria	<table><tr><td>Subject passing criteria</td><td>Passing threshold</td><td>Percentage of the final grade</td></tr><tr><td>20 pkt</td><td>51.0%</td><td>25.0%</td></tr><tr><td>10 pkt</td><td>51.0%</td><td>25.0%</td></tr><tr><td>20 okt</td><td>51.0%</td><td>25.0%</td></tr><tr><td>20 pkt</td><td>51.0%</td><td>25.0%</td></tr></table>			Subject passing criteria	Passing threshold	Percentage of the final grade	20 pkt	51.0%	25.0%	10 pkt	51.0%	25.0%	20 okt	51.0%	25.0%	20 pkt	51.0%	25.0%
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Recommended reading	Basic literature	1. A. Osterwalder, Y. Pigneur, Tworzenie modeli biznesowych. Podręcznik wizjonera, One Press Helion 2012 2. A. Osterwalder, Y. Pigneur, G. Bernarda, A. Smith i in., Tworzenie najlepszych ofert. Produkty i usługi, na których zależy klientom, 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	Defining the vision in the strategy or what do we really do? Objective: 1. Understand the importance of vision and mission in the context of e-business strategy. 2. To identify potential red ocean pitfalls for e-business. 3. To practically apply knowledge from the lecture by analyzing real e-business cases. Task: • Group work (3 people) • Each group is given the task of selecting an existing e-business company and analyzing its vision, mission and identifying potential red ocean pitfalls. The groups are to: • Find the official vision and mission statement of the selected e-business company. • Conduct an analysis of the vision and mission statement for clarity, consistency and alignment with the company's business. • Identify potential red ocean pitfalls, i.e. factors that hinder success in the e-business industry, e.g. excessive competition, price as the only competitive factor, lack of innovation, etc. • Prepare a short presentation (about 10-15 minutes) summarizing their analysis.
Work placement	Not applicable

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