

Subject card

Subject name and code	E-Business in Global Economy, PG_00172382						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2027/2028	
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	3		Language of instruction			Polish	
Semester of study	6		ECTS credits			2.0	
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 Zuzanna Borda				
	Teachers						
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		10.0		10.0	50
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_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 basic methods, computer programs, and marketing techniques and tools to acquire and analyze data necessary for diagnosing economic processes and making appropriate economic decisions in e-business.	[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 selected types of risks associated with the international operations of enterprises and accurately assess their consequences in the context of e-business.	[SU2] 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 various types and key elements of the structures of economic entities, organizations, and public institutions in the context of e-business 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 basic principles of creating and developing various forms of entrepreneurship in the context of e-business and the global economy.	[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 prepared to think and act entrepreneurially, adapts to new situations and conditions, takes on challenges requiring creative thinking, is resilient to failures, and is able to identify threats and assess the risk of their occurrence in the context of e-business.	[SK2] 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 collaborate and work in a team, including in an international environment, taking on various roles and effectively supporting the achievement of goals related to e-business.	[SU2] presentation/project/paper/report
	[MSG3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	The student knows and understands the basic concepts and principles of intellectual property protection, industrial property, and copyright in the context of e-business.	[SW2] 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 is able to set priorities in e-business activities, plan and organize tasks, as well as monitor their implementation and assess progress in the context of the global economy.	[SU2] 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 and understands the relationships between economic entities and public institutions operating in national, international, and intercultural spheres in the context of e-business.	[SW2] presentation/project/paper/report
	[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 selected methods and tools, including IT tools and data acquisition techniques, enabling the description and analysis of economic entities operating in the international market, as well as understands the processes and phenomena occurring within and between them, supporting decision-making in e-business. The student deepens the knowledge during office hours.	[SW2] presentation/project/paper/report

Subject contents	Week 1: Introduction to e-business		
	Week 2: E-business and traditional business		
	Week 3: E-business business plan		
	Week 4: Business Environment Institutions (BEIs)		
	Week 5: Tools and technologies in e-business		
	Week 6: Legal aspects of e-business		
	Week 7: Global market analysis and competition monitoring		
	Week 8: Negotiations and assertivness		
	Week 9:Team building		
	Week 10: Pitchdecks		
	Week 11: Marketing in e-business		
	If you have any further questions or concerns, feel free to come to my consultation hours.		
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	Chaffey, D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson, Harlow, 2015. Laudon, K. C., Traver, C. G., E-commerce 2019: Business, Technology and Society, Pearson, Boston, 2019.	
	Supplementary literature	Turban, E., King, D., Lee, J., Liang, T. P., Turban, D., Electronic Commerce: A Managerial and Social Networks Perspective, Springer, Cham, 2015. Winiarski J, Borda Z. Ocena skutków ekonomicznych robotyzacji na przykładzie sklepów samoobsługowych, [w:] Przedsiębiorstwo w obliczu zmian społecznych, gospodarczych i technologicznych, red. Antonowicz P, Malinowska E, Siciński J, Zaremba U, Wyższa Szkoła Informatyki i Zarządzania z siedzibą w Rzeszowie, Oficyna Wydawnicza ASPRA 2021.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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