University of Gdańsk

Subject card

Subject name and code	Logistical handling of e-commerce, PG_00199021						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2028/2029			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study 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	3		Language of instruction	Polish			
Semester of study	6		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dorota Książkiewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	15.0	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		0.0	20.0	50	
Subject objectives	The aim of this course is to introduce students to the logistics processes that support e-commerce operations. Students will gain knowledge of the specific characteristics of e-commerce logistics, including order management, warehousing, order picking, last-mile delivery, and return handling. The course also covers modern technological solutions used in logistics and provides insights into current challenges and market trends in the sector.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W08] has an advanced 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 has knowledge of transformation processes within enterprises and organizational structures operating in the e-commerce sector, particularly in the area of logistics. The student understands the causes, dynamics, scale, and consequences of these changes—such as process digitalization, warehouse automation, or last-mile logistics development—and recognizes the impact of external stakeholders (e.g. customers, online platforms, logistics service providers) on these processes.	[SW2] presentation/project/paper/ report
	[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 is able to analyze the causes and course of economic and social processes and phenomena occurring in e-commerce logistics, such as changes in consumer behavior, demand seasonality, or the development of distribution channels. The student can accurately interpret these phenomena using appropriate economic and social methods and tools.	[SU2] presentation/project/paper/ report
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student is aware of the level of their knowledge in the field of economics and e-commerce logistics, understands the dynamic nature of technological development and business models in electronic commerce, and recognizes the need for continuous learning and updating of this knowledge throughout life.	[SK2] presentation/project/paper/ report
	[EKONL3_W07] has an advanced knowledge of the economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	The student has knowledge of the fundamental economic and financial principles of functioning and managing business entities operating in the e-commerce sector, particularly in the context of logistics. The student also understands the legal, organizational, and ethical standards and regulations related to the logistics of electronic commerce, including consumer protection, order fulfillment, data processing, and returns management.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student is ready to think and act entrepreneurially in the rapidly evolving e-commerce environment. They are able to adapt to new market and technological conditions, take on challenges related to implementing innovative logistics solutions, identify potential risks in logistics processes, assess their likelihood, and demonstrate resilience in the face of failure.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student is able to apply knowledge of economics, finance, and management to analyze and resolve economic and social dilemmas arising in the field of e-commerce logistics, such as optimizing delivery costs, balancing efficiency with customer service quality, or addressing ethical issues related to returns management and consumer data handling.	[SU2] presentation/project/paper/ report

<table>
<tr><td>Subject contents</td><td>1. Introduction to e-commerce logistics, the specifics of electronic commerce
2. Order fulfillment and IT systems in e-commerce
3. Warehousing and order picking in e-commerce
4. Last mile logistics (last mile delivery)
5. Returns management and reverse logistics
6.Cooperation with logistics operators and marketplaces
7.Sustainable logistics and innovations in e-commerce
8. Challenges and trends in e-commerce logistics (seasonality, personalization, predictive logistics)
Students have the opportunity to receive additional substantive assistance during consultations with the course instructor.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Basic knowledge of logistics</td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>discussion/aktywność</td><td>51.0%</td><td>20.0%</td></tr>
<tr><td>presentation of the project results</td><td>51.0%</td><td>80.0%</td></tr>
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<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>D. Książkiewicz: Rozwój transportu, spedycji I logistyki w dobie cyfryzacji i globalnej gospodarki. Wydawnictwo UG, Gdańsk 2021

Kisperska-Moroń, D., Krzyżaniak, S. (red.) Logistyka e-commerce. Wyzwania i rozwiązania, ILiM, Poznań 2020.

Świtała, M. Logistyka w handlu elektronicznym, Wyd. Uniwersytetu Ekonomicznego w Katowicach, 2021.

Reports: Gemius / E-commerce w Polsce</td></tr>
<tr><td>Supplementary literature</td><td>Zieliński, M., E-commerce. Strategia, zarządzanie, finansowanie, Wyd. Naukowe PWN, Warszawa 2023.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>What are the key differences between traditional logistics and e-commerce logistics?
What do delivery fulfillment models in e-commerce involve (fulfillment, dropshipping, own fleet)?
What sustainable logistics practices are applied in e-commerce?</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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