University of Gdańsk

Subject card

Subject name and code	Internet shops and websites, PG_00199037		
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	5	ECTS credits	4.0
Learning profile	academic	Assessment form	exam
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 Dagmara Wach	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	15.0	0.0	15.0	0.0	45

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	45	0.0	55.0	100

Subject objectives

The aim of the course is for students to master the principles of building and managing an online store and to equip them with the knowledge that will later enable them to effectively design and maintain a corporate blog. Students will also gain knowledge on optimizing websites for search engines and major internet mechanisms. While working on their projects or in case of difficulties, students may use consultations with the instructor to deepen their knowledge and receive substantive support.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student utilizes acquired economic knowledge to independently engage in business activities on the Internet.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[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 is familiar with the general principles of creating and developing forms of individual entrepreneurship, particularly in the context of conducting business online.	[SW2] presentation/project/paper/ report
[EKONL3_U05] uses normative systems (legal, professional, ethical) to solve a specific economic or social task	The student correctly applies selected standards and rules (legal, professional, ethical) in order to solve tasks related to the proper functioning of WWW services.	[SU2] presentation/project/paper/ report
[EKONL3_W10] knows and understands concepts and principles of industrial property, intellectual property and copyright law	The student knows and understands the basic concepts and principles of industrial property protection and copyright law.	[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 adapts to new situations and conditions, undertakes new challenges of creative thinking by creating user-friendly and efficient websites and online stores.	[SK2] presentation/project/paper/ report
[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student is able to apply the acquired knowledge in practice by preparing a project for a company website or an online store, taking into account legal, economic, environmental, political, and social requirements. The project is discussed and approved during consultations with the course instructor and subsequently presented in class.	[SK2] presentation/project/paper/ report

Subject contents

1. Running a company website:- review of platforms enabling running a website,- criteria for selecting the optimal platform,- selection of platform and website theme,- company website design using Wordpress software,- adding entries and creating different versions of the website.2. Basics of working with online store software (e.g. PrestaShop or WooCommerce):- store administration and configuration,- entering data of manufacturers, suppliers and carriers- creating the assortment structure of the e-shop,- order management in the online store.3. Security and administration of the website:- technical aspects of setting up a website,- choosing hosting, domain registration, obtaining security certificates,- security copies of the website and database.4. Website design with SEO and content marketing in mind:- SEO basics and practical rules,- search mechanisms and features of an SEO-friendly website,- auditing and monitoring of websites,- promotion on search websites,- new trends in SEO: mobile devices and social media.5. Social media in enterprise activities.

Prerequisites and co-requisites

Basic computer skills.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Individual or group project	51.0%	40.0%
	51.0%	60.0%

Recommended reading

Basic literature

1. Frankowski P., Przeliorz K., *WordPress i Joomla! Zabezpieczanie i ratowanie stron WWW*, Helion, Gliwice 2017
2. Wrotek W., *PrestaShop. Sklep internetowy szyty na miarę (ebook)*, Helion, Gliwice 2013
3. Cengiel P., *Praktyczne zastosowanie narzędzi SEO w Twojej firmie*, Helion, Gliwice 2021
4. Ciborowska A., Lipiński J., *SEO dla początkujący*ch, Helion, Gliwice 2022

	Supplementary literature	1. Wach D., *Wykorzystanie Internetu w procesie zarządzania przedsiębiorstwem*, [w] Przedsiębiorstwo: drogi sukcesu rynkowego, red. nauk. Janusz Żurek, Polskie Wydawnictwo Ekonomiczne, Warszawa 2016 2. Wach D., *Wykorzystywanie mediów społecznościowych w działalności przedsiębiorstwa*, [w] Przedsiębiorstwo: drogi sukcesu rynkowego, red. nauk. Janusz Żurek, Polskie Wydawnictwo Ekonomiczne, Warszawa 2016
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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