University of Gdańsk

Subject card

Subject name and code	E-Business in Global Economy, PG_00199251		
Field of study	International Economic Relations		
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	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	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	5.0	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
	[MSGL3_W14] knows and understands 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
	[MSGL3_W10] has an advanced understanding of 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 houres.	[SW2] presentation/project/paper/ report
	[MSGL3_W05] has knowledge and understanding of the 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
	[MSGL3_U15] can appropriately identify priorities, plan and organise 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
	[MSGL3_U08] uses 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
	[MSGL3_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

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 Based on the knowledge and skills acquired during the course, the student independently develops their own project, making use of project consultations when needed.
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Businessplan - project	51.0%	80.0%
Presentation - project	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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