University of Gdańsk

Subject card

Subject name and code	E-Business Strategies, PG_00199382						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master'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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		4.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	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	60		0.0		40.0	100
Subject objectives	The purpose of the course is to introduce students to the possibilities of using the Internet in business success. Among other things, the student will learn about various models of e-business.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 is able to present the current situation in the development of specific areas of e-business	[SW4] test/exam - oral or written
	[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	Students demonstrate the ability to think critically and formulate their own opinions on the analyzed processes and phenomena in the field of e-business.	[SU4] test/exam - oral or written
	[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	The student should demonstrate the ability to propose the application of various e-business models in the activities of enterprises.	[SU1] oral statement/conversation/ discussion [SU2] 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 operation of enterprises.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession	The student recognizes key challenges and issues that may arise in e-business operations, such as legal, ethical, technological, marketing, or operational issues. Student is able to analyze the impact of these dilemmas on business operations and strategy.	[SK4] test/exam - oral or written

Subject contents	Digital business strategy: • The essence of strategy • The place of e-business strategy in enterprise strategy • The consequences of a lack of or poorly formulated digital strategy • A general model of the strategy development process • The pitfalls of the Red Ocean Customer Development in enterprise strategiesE-business models and BMC in building a business model • What is a business model? • Types of business models • Classification of e-business models in Western scientific literature • E-commerce business models • Canvas Business Model and case studies Overview of business models (e-commerce, media-site, podcast, 2-sided market, SaaS): • Model description • Service offered • Earning model • Examples KPIs in business models: • What exactly is a KPI and why is it so important? • KPIs in the SaaS model • KPIs in the E-commerce model • KPIs in the media-site model • KPIs in the 2sided-market model **Classes / Workshops** Project 1. Defining Vision in Strategy What Do We Really Do? 1. Understanding the importance of vision and mission in the context of e-business strategy. 2. Identifying potential red ocean traps for e-businesses. 3. Practical application of lecture knowledge through the analysis of real e-business cases. Project 2. Communicating Customer Value in a Business Model 1. Introduction to the concept of a value proposition in a business model. 2. Developing a value proposition using the Value Proposition Canvas tool. 3. Group workshops: creating a value proposition for a selected company. 4. Discussion and analysis of examples of effective customer value communication. 5. Presentation of group work results and discussion of their strengths and weaknesses. 6. Discussion of Simon Sineks Start with WHY concept and its application in e-business strategy. 7. Analysis of the ways leaders inspire action through a clear definition of why. Project 3. Blog and Vlog in a Business Model 1. Introduction to the role of blogs and vlogs in e-business strategy. 2. Analysis of successful blogs and vlogs as customer communication tools. 3. Discussion on methods of building and maintaining online communities through blogs and vlogs. 4. SEO techniques and content optimization in blogs and vlogs. 5. Presentation of developed blog and vlog strategies and evaluation of their business potential. Project 4. Evaluation of the E-business Strategy of a Selected Company Case Study 1. Introduction to methods of e-business strategy analysis. 2. Selection of a company for analysis (individually or in groups). 3. Conducting an analysis of the e-business strategy of the selected company. 4. Identification of strengths and weaknesses, opportunities and threats (SWOT analysis). 5. Evaluation of the effectiveness of the e-business strategy and its impact on company performance. 6. Presentation of recommendations and proposals for strategy improvement. 7. Presentation of analysis results in the form of a report and multimedia presentation. 8. Discussion of the presented strategies and conclusions drawn from 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	

Subject passing criteria	Passing threshold	Percentage of the final grade
20 pkt	51.0%	19.0%
20 pkt	51.0%	10.0%
15 pkt	51.0%	10.0%
10 pkt	51.0%	10.0%
3 pytania z bazy pytań	51.0%	51.0%

Recommended reading	Basic literature	1. A. Osterwalder, Y. Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, , One Press Helion 2012 2. A. Osterwalder, Y. Pigneur, G. Bernarda, A. Smith et all., Value Proposition Design: How to Create Products and Services Customers Want, OnePress Helion, 2022
	Supplementary literature	1. P. Przybylski, E-commerce 2.0, Wydawnictwo Biznesowe Expertia, 2021 2. M. Skwarek, Magia Instagrama. Jak zdobyc milionowe zasiegi 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	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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