University of Gdańsk

Subject card

Subject name and code	Online Business Design, PG_00199875						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
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	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		1.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Olga Dębicka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	12.0	0.0	4.0	0.0	16
	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	16		0.0		9.0	25
Subject objectives	The purpose of the course is to introduce students to the possibilities of using the Internet in business. Among other things, the student will become familiar with various models of e-business.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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	Proficiency in communication and group work necessary for developing an idea for an e-business model.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[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 knows the general principles of creation and development of forms of individual entrepreneurship.	[SW1] oral statement/ conversation/discussion
[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	Students should demonstrate the ability to build a business model for an online venture	[SU2] 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	Student rozumie proces zakładania działalności gospodarczej. Zna wymagania prawne.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents

Legal and administrative aspects of online business:

- Legal basics of doing business.
- Electronic signature, trusted profile, ePuap platform
- Registration, closing and suspension of business and companies - CEiDG, eMS Platform PUE
- Electronic financial and tax reporting

Business model development:

- Generating e-business ideas
- Starting an online business - the role of mastermind
- Identification of online business models of modern enterprises
- Promotion and sales in online business

Technical aspects in online business:

- Domain and hosting
- Building a website/online store
- Security of transactions

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
10 pkt	51.0%	25.0%
10 pkt	51.0%	25.0%
20 pkt	51.0%	50.0%

Recommended reading

Basic literature

1. A. Osterwalder, Y. Pigneur, Tworzenie modeli biznesowych, Podręcznik wizjonera, One Press, 2012
2. Serwisy internetowe CEiDG, eMS, ePUAP, PUE, eDeklaracja.
3. A. Budzyńska, Promocja i sprzedaż w biznesie online. Pani Swojego Czasu, Kraków 2018

	Supplementary literature	1. M. Dutko, *E-biznes. Poradnik praktyka. Wydania II,* One Press 2013 2. O. Dębicka, A. Borodo, *Wykorzystanie modelu SaaS w budowie sklepów internetowych w Polsce,* Wyzwania społeczeństwa informacyjnego*,* Uniwersytet Gdański. Instytut Transportu i Handlu Morskiego, 2015. 3. O. Dębicka, *The value of social media in marketing*, [w:] Contemporary issues in economy : after the crisis?, Polish Economic Society. Branch in Toruń, 2011 4. O. Dębicka, *Business value of electronic commerce,* [w:] *Development and functioning of enterprises in global and changing environment* / ed. by Jerzy Kujawa, Olga Dębicka, The Foundation for the Development of Gdańsk University, Gdańsk 2010
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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