University of Gdańsk

Subject card

Subject name and code	Analytical Tools in E-business, PG_00199905		
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	part-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 Dagmara Wach	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	8.0	0.0	0.0	0.0	8

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	8	2.0	40.0	50

Subject objectives

The aim of the course is to familiarize students with analytical tools used in the analysis of business data in e-commerce.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to apply their theoretical knowledge and possesses the skill to analyze data obtained using web analytics tools. They can propose specific solutions for optimizing a website to meet business needs.	[SU2] presentation/project/paper/ report
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Considering the dynamic changes in internet technologies and their effects on business operations, the student understands the need for continuous deepening of knowledge in this area and seeking expert opinions when facing difficulties with independent problem-solving.	[SK2] 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 has the skills to create business opportunities in an online environment. They are prepared to think and act entrepreneurially; they adapt to new situations and conditions, embrace challenges of creative thinking, are resilient to failures, can identify threats, and assess the risk of their occurrence.	[SK2] presentation/project/paper/ report
[EKONL3_W06] has an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	The student is familiar with tools and techniques that allow for the optimization of a website for business operations. They are able to use analytical tools to enhance or increase online visibility.	[SW2] presentation/project/paper/ report
[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student correctly identifies, diagnoses, and resolves dilemmas as well as various solution alternatives related to performing tasks in e-business analytics.	[SK2] 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 basic concepts and principles related to industrial property protection, intellectual property, and copyright law.	[SW2] presentation/project/paper/ report
[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student has the ability to analyze phenomena and business and social processes using appropriate scientific methods.	[SU2] presentation/project/paper/ report

Subject contents

1. Website optimization tools.
2. Internet data analysis tools.
3. Marketing Automation tools.
4. Internet monitoring tools.

Any doubts regarding the issues discussed can be clarified during the consultations.

Prerequisites and co-requisites

Elementary knowledge of Internet search mechanisms, tools and website positioning. Ability to efficiently search Internet resources. Basic knowledge of information technologies.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	51.0%	50.0%
	51.0%	50.0%

Recommended reading

Basic literature	1. Cengiel P., *Praktyczne zastosowanie narzędzi SEO w Twojej firmie*, Helion, Gliwice 2021 2. Ciborowska A., Lipiński J., *SEO dla początkujący*ch, Helion, Gliwice 2022 3. Bailyn E., *SEO dla każdeg*o, Helion, Gliwice 2014

	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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