University of Gdańsk

Subject card

Subject name and code	Web Designing, PG_00199906		
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	10.0	0.0	0.0	0.0	10

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	10	2.0	38.0	50

Subject objectives

The objective of the course is for students to master the principles of building and managing a website and to equip them with the knowledge that will enable them to effectively design and manage a corporate website and collaborate with the media later on.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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 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, embraces new challenges of creative thinking, and creates user-friendly and efficient websites.	[SK2] 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 and various solution options related to designing a website.	[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 is familiar with the general principles of creating and developing forms of individual entrepreneurship, especially in terms of conducting business online.	[SW2] presentation/project/paper/ report

<table>
<tr><td>Subject contents</td><td>1. Overview of Platforms for Website Management (criteria for selecting the optimal platform, choosing software and hosting)
2. Designing a Corporate Website Using Open Source Software
3. Website Administration (adding content, creating multilingual versions of the service, performing backups of the service and database)
4. Using Tools for Webmasters and Data Analysis
5. Collaboration with Social Media

Any doubts regarding the issues discussed can be clarified during the consultations.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Basics of operation of enterprises. Ability to efficiently search Internet resources. Basic knowledge of information technologies.</td></tr>
<tr><td>Assessment methods and criteria</td><td><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td></td><td>51.0%</td><td>30.0%</td></tr><tr><td></td><td>51.0%</td><td>19.0%</td></tr><tr><td></td><td>51.0%</td><td>51.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td><table><tr><td>Basic literature</td><td>1. Beaird J., George J., Niezawodne zasady web designu. Projektowanie spektakularnych witryn internetowych, Helion, Gliwice 2015
2. Frain B., Responsive Web Design. Projektowanie elastycznych witryn w HTML5 i CSS3, Helion, Gliwice 2021</td></tr><tr><td>Supplementary literature</td><td>1. Wach D., Web 2.0 a marketing, [w:] Marketing oparty na wiedzy, UMW, Olsztyn 2007
2. Borodo A., Ekonomiczne uwarunkowania wykorzystania mediów społecznościowych w handlu elektronicznym, Uniwersytet Gdański, Katedra Transportu i Handlu Morskiego, Sopot 2021</td></tr><tr><td>eResources addresses</td><td></td></tr></table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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