

Subject card

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| Subject name and code | Logistics in E-business , PG_00200455 | | | | | | |
| Field of study | Logistics and Mobility | | | | | | |
| 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 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 | | | English | | |
| Semester of study | 6 | ECTS credits | | | 2.0 | | |
| Learning profile | academic | Assessment form | | | credit | | |
| Conducting unit | | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | mgr Dariusz Weiland | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 0.0 | 15.0 | 0.0 | 15.0 | 0.0 | 30 |
| | 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 | 30 | | 0.0 | | 20.0 | 50 |
| Subject objectives | The objective of the course " Logistics in E-business " is to equip students with practical knowledge and skills related to the design, operation, and optimization of logistics processes in the digital business environment. The course focuses on the role of logistics as a key enabler of value creation in e-commerce and platform-based business models. The course enhances students entrepreneurial mindset, readiness for innovation, and adaptability to the fast-changing e-business logistics landscape. | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [LML3_W06] knows to an advanced degree selected methods and tools, including statistical techniques, to describe and model logistics and mobility processes and systems | The student has advanced knowledge of analytical tools and digital methods (including statistics) used to model and optimize logistics in e-business. | [SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion |
| | [LML3_U04] is able to predict the course of logistics and mobility processes and systems | The student can anticipate and interpret key processes in e-logistics systems, such as order fulfillment, last-mile delivery, and reverse logistics. | [SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task |
| | [LML3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient to failure, knows how to identify threats and assess the risk of their occurrence | The student demonstrates entrepreneurial thinking in solving e-logistics challenges, adapts to innovation, and is aware of digital risk factors. | [SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task |
| | [LML3_W11] knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of economics, finance, management sciences, logistics and mobility | The student knows the general principles of creating and developing online logistics-related business initiatives, based on interdisciplinary knowledge. | [SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion |
| | [LML3_W05] has a knowledge of a human being as an entity that creates social structures and the principles of their functioning | The student has advanced understanding of the human aspect in digital logistics systems, including customer behavior and the role of end users. | [SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion |
| [LML3_W02] has advanced knowledge of different types of entities that require logistics support or provide logistics services | The student understands the roles and logistics needs of various stakeholders involved in e-business ecosystems, such as e-retailers, platforms, and carriers. | [SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion | |
| Subject contents | <p>Exercise content:</p> <ol style="list-style-type: none"> 1. Introduction to e-logistics: actors, flows, and systems: Overview of logistics in e-business; mapping of digital supply chains; discussion: platforms vs. retailers 2. Order fulfillment and inventory strategies in e-commerce: Centralized vs. decentralized fulfillment; case comparison: Amazon vs. Zalando; mini-task: layout simulation 3. Last-mile delivery and urban logistics challenges: Models of last-mile delivery; smart lockers, crowdshipping, green logistics; map-based planning exercise 4. Reverse logistics and return management in e-business: Types of returns; customer satisfaction vs. cost; role-play: create a return policy for an online store 5. Digital tools and data in e-logistics: ERP/WMS/TMS systems; data flows, automation, tracking; tool-based analysis: order lifecycle tracking 6. Entrepreneurship in digital logistics: How to design a logistics startup; examples of logistics tech ventures; team work: sketch a value proposition <p>Consultations will be used to clarify more complex issues related to the class topics.</p> | | |
| Prerequisites and co-requisites | <p>The student should have:</p> <p>Basic knowledge of logistics and supply chain management, acquired during previous subjects such as: Fundamentals of Logistics</p> | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | test | 51.0% | 60.0% |
| | Presentation/ speech (teamwork) | 51.0% | 40.0% |

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| Recommended reading | Basic literature | <p>Weiland, D., & Wierzbowski, P. (2021). Koncepcja Control Tower jako rozwiązanie problemów w procesach dystrybucji ostatniej mili dla przedsiębiorstw 3PL i 4PL - ujęcie teoretyczne. In C. Mańkowski & L. Reszka (eds.), Modelowanie procesów i systemów logistycznych (Vol. 22, pp. 87-108). Wydawnictwo Uniwersytetu Gdańskiego.</p> <p>Weiland, D., & Wierzbowski, P. (2021). Sprawność procesów logistyki informacji w obliczu rozwoju sztucznej inteligencji. In C. Mańkowski & L. Reszka (eds.), Modelowanie procesów i systemów logistycznych (Vol. 22, pp. 259-280). Wydawnictwo Uniwersytetu Gdańskiego.</p> <p>Weiland, D., & Wierzbowski, P. (2020). Logistyka informacji w gospodarce 4.0. Wydawnictwo Uniwersytetu Gdańskiego.</p> <p>Weiland, D. (2017). The logistics of information in customer service of online clothing shops. Roczniki Naukowe Wyższej Szkoły Bankowej W Toruniu, Article 16 3. https://doi.org/10.19197/tbr.v16i3.130</p> <p>Weiland, D. (2017). The role of information in e-commerce. Transport Economics and Logistics, 68, 1031-15. https://doi.org/10.5604/01.3001.0010.5326</p> <p>Weiland, D. (2016). Logistyka informacji jako podstawowy element w budowaniu przewagi konkurencyjnej w e-commerce. Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach, Article 306.</p> |
| | Supplementary literature | <p>Industry reports and publications (online):</p> <p>PwC Polska annual reports on the e-commerce market in Poland</p> <p>Gemius Polska E-commerce in Poland (latest edition)</p> <p>Last Mile Experts reports on last mile deliveries and city logistics</p> <p>Statista, McKinsey, Deloitte Insights international reports (in English)</p> |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | | |
| Work placement | Not applicable | |

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