University of Gdańsk

Subject card

Subject name and code	Basics of Electronic Business, PG_00204869						
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	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
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	15.0	15.0	0.0	10.0	0.0	40
	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	40		0.0		10.0	50
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 e-business models, e-commerce on a national and global scale, the use of EDI (electronic data interchange) between business partners, and the possibilities of integrating partners on electronic platforms.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student is able to apply the acquired knowledge in practice by preparing a group project in teams of 4–6 people, focused on developing proposals for new solutions and initiatives in e-business. The project is discussed and approved during consultations with the course instructor and subsequently presented in class.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[EKONL3_W08] has an advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	The student will gain knowledge of the applicability of Internet technologies in enterprises and public institutions, and their impact on the business models of these entities.	[SW1] oral statement/ conversation/discussion
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	The student is able, using the Internet, to collect data and present the current situation in the development of certain areas of e-business.	[SU4] test/exam - oral or written
	[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 will be able to develop a business venture that takes into account the application of Internet technologies.	[SW2] presentation/project/paper/ report
	[EKONL3_U15] is able to independently supplement and improve his acquired knowledge and skills in the field of economics, is open to new concepts and solutions, and demonstrates a willingness to engage in lifelong learning and to cooperate and exchange knowledge with other participants in the learning process.	Proficiency in communication and group work necessary for developing an e-business idea.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Taking into account the dynamic changes in Internet technologies and their effects on the operation of enterprises, the student understands the need for continuous improvement of knowledge in this area.	[SK1] oral statement/conversation/ discussion
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student should demonstrate the ability to propose the application of various e-business models in the activities of enterprises.	[SK2] presentation/project/paper/ report

Subject contents	"Going digital" and e-government • Global Internet trends : 'going digital' • Laws of the e-economy • State 2.0 - the state's digitization strategy • E-government - Program of Integrated State Informatization • E-services Electronic economy, e-business and e-commerce - main solutions, • GE - definitions and components • GE categories • Models of e-business • Electronic marketplace and e-commerce • Traditional e-commerce vs. electronic e-commerce • Online stores, online auctions, virtual exchanges E-COMMERCE IN POLAND: B2CTrends in e-commerce • Spontaneous knowledge of e-commerce sites • Online shopping behavior • Products in e-commerce • Shopping via mobile devices • ROPO effect and reverse ROPO ELECTRONIC DATA INTERCHANGE (EDI). STANDARDS IN GE The essence and general division of data exchange systems • Implementation of an EDI system • Economic aspects of EDI • EDI standards - introduction • Standards for electronic data interchange (UN/EDIFACT, ANSI X.12, XML/EDI, Flat Files) • EDI in companies in Poland E-COMMERCE: B2B • B2B e-commerce market in the world • The consumer in B2B e-commerce • B2B e-commerce market in Poland • Experiences and preferences of business customers • Types of B2B marketplaces • B2B trade exchange models • B2B platforms INTERNET MARKETING • Areas of internet marketing • Trends in internet marketing • Martech • 6 principles of influence according to Cialdini - inspiration in Internet marketing Idea of industry 4.0 • Key technologies: CPS, clod computing, MES, HMI, M2M, IoT • AI and big data vs. industry 4.0 • Requirements of industry 4.0 • Current state of affairs in Poland THREATS IN THE ELECTRONIC ECONOMY • Types of threats in the electronic economy • Classification of potential losses • Sources of threats • Network intrusions and attacks - systematics • Malicious programs • The phenomenon of hacking • Social engineering The student consults on the problems of e-business issues during consultations with the instructor.
Prerequisites and co-requisites	
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Individual or group project	51.0%	40.0%
3 x 10 pkt	51.0%	60.0%

Recommended reading	Basic literature	• M. Cichoń& all., Biblia e-biznesu, One Press Helion, Warszawa 2014 • M. Cichoń& all., Biblia e-biznesu. Nowy testament, One Press Helion, Warszawa 2016
	Supplementary literature	• O. Dębicka, A. Borodo, Wykorzystanie modelu SaaS w budowie sklepów internetowych w Polsce {w:} Wyzwania społeczeństwa informacyjnego, Uniwersytet Gdański, Gdańsk 2015, • O. Dębicka, *"Uwarunkowania rozwoju transgranicznego handlu elektronicznego w Unii Europejskiej*" [w:] *Problemy regionalizmu i globalizacji*, pod red. Jana Rymarczyka, Małgorzaty Domiter, Wawrzyńca Michalczyka. Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2011 • O. Dębicka: *"Wykorzystanie koncepcji EDI w usprawnieniu procesów biznesowych"* [w:] Studia i Materiały Instytutu Transportu i Handlu Morskiego nr 8/2011, Fundacja Rozwoju UG, Sopot 2012 • P. Kobis, *Marketing z Google. Jak osiągnąć wysoką pozycję? Techniki pozycjonowania a spam.* Wydawnictwo Naukowe PWN, Warszawa 2007
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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