

**DESCRIPTION OF THE COURSE OF STUDY  
FOR EXCHANGE STUDENTS**

<b>Kod przedmiotu</b>	0413.4.LOG1.F59.EBI	
<b>Name of the course in</b>	English	<i>E-business</i> E-biznes
	Polish	

**1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES**

<b>1.1. Field of studies</b>	Logistics
<b>1.2. Form of studies</b>	Full Time / Part Time
<b>1.3. Level of studies</b>	I degree (Bachelor's Degree)
<b>1.4. Profile of studies</b>	Academic
<b>1.5. Person responsible for the card</b>	Marcin Szplit, PhD
<b>1.6. Kontakt</b>	m.szplit@ujk.edu.pl

**2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY**

<b>2.1. Language</b>	English, Polish
<b>2.2. Prerequisites</b>	Basics of Management

**3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY**

<b>3.1. Form of classes</b>	Practical classes, e-learning	
<b>3.2. Place of classes</b>	Practical classes at University, e-learning – educational platform	
<b>3.3. Form of assessment</b>	Graded credit	
<b>3.4. Didactic methods</b>	Verbal, practical - solving tasks while working in a group, e-learning - case study, synchronous e-learning, asynchronous e-learning	
<b>3.5. Literature</b>	<b>Basic</b>	1. Misztal A., Funkcjonowanie e-biznesu, Wydawnictwo Uniwersytetu Łódzkiego, 2018.
	<b>Additional</b>	1. Marzec K., Narzedzie Googla dla e-commerce, Helion, 2016. 2. Chaffey D., Digital Business i E-Commerce Management, PWN, Warszawa 2016.

**4. OBJECTIVES, SYLLABUS CONTENT**

<b>4.1. Subject objectives</b> <b>Practical classes:</b> <b>C1. Knowledge</b> – Getting to know the principles of the company's operation in the field of new technologies and the use of these principles in scientific research. <b>C2. Skills</b> – Application of practical methods of evaluating the company's activity on the Internet. <b>C3. Social competences</b> – Preparation of a business plan for the implementation of an exemplary Internet enterprise	
<b>4.2. Detailed syllabus</b> <b>Practical classes:</b> <ol style="list-style-type: none"> <li>1. Basics of e-business</li> <li>2. Brand demand indicator for a website</li> <li>3. Evaluation of the effectiveness of activities on the Internet</li> <li>4. Rate of return on investment in the website</li> <li>5. Costs of functioning on the Internet</li> <li>6. Personalization indicators</li> <li>7. Use of search engines</li> <li>8. Affiliate Programs</li> </ol> <b>E-learning:</b> <ol style="list-style-type: none"> <li>1. . Preparing a campaign for an online store</li> <li>2. Distribution logistics for online sales</li> </ol>	

**4.3. Subjects' learning outcomes**

<b>LO</b>	<b>A student who has passed a subject</b>	<b>Reference to directional learning outcomes</b>
In terms of <b>KNOWLEDGE:</b>		

W01	defines the rules of the company's presence on the Internet.	LOG1A_W06
W02	defines the rules of the company's presence on the Internet	LOG1A_W06
W03	knows the measures of the effectiveness of marketing programs in the field of Internet activity	LOG1A_W13
in terms of <b>SKILLS:</b>		
U01	Formulates promotional campaigns on the Internet	LOG1A_U14
U02	can calculate the effectiveness of the company's operation on the Internet	LOG1A_U14
In terms of <b>SOCIAL COMPETENCES:</b>		
K01	is characterized by well-developed interpersonal skills	LOG1A_K04

Ways of verifying the achievement of the learning outcomes in question										
Learning outcome	Way of verifying (+/-)									
	Team work			Test						
	Form of classes			Form of classes						
	W	C	...	W	E-learning	...				
W01		+			+					
W02		+			+					
W03		+			+					
U01		+			+					
U02		+			+					
K01		+								

#### 4.5. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Grade	Assessment criteria
Practical classes	3	50-59% of points scored for completed projects as part of group work during exercises
	3,5	60-69% of points scored for completed projects as part of group work during exercises
	4	70-79% of points scored for completed projects as part of group work during exercises
	4,5	80-89% of points scored for completed projects as part of group work during exercises
	5	90-100% of points scored for completed projects as part of group work during exercises
E-learning	Passed	50-100% of the points scored on the online test

#### 4. ECTS POINTS BALANCE - STUDENT WORKLOAD

Category	Student workload	
	Full time studies*	Part time studies*
<i>NUMBER OF HOURS IMPLEMENTED WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</i>	<b>18</b>	<b>13</b>
<i>Participation in practical classes</i>	11	10
<i>Participation in test</i>	1	1
<i>E-learning</i>	4	0
<i>Other: consultancy</i>	2	2
<i>STUDENT'S INDEPENDENT WORK /NON-CONTACT HOURS/</i>	<b>7</b>	<b>12</b>
<i>Preparation for the practical classes</i>	2	4
<i>Preparation to the exam / test</i>	5	8
<b>TOTAL HOURS</b>	<b>25</b>	<b>25</b>
<b>ECTS Credits</b>	<b>1</b>	<b>1</b>