Kod przedmiotu		0413.4.ZARZ1.F58.EBI
Name of the course in	English	***E-business***
	Polish	E-biznes

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

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

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language	English, Polish
2.2. Prerequisites	Information Processes in Management

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

3.1. Form of classes		practical classes, e-learning
3.2. Place of classes		practical classes at University, e-learning – educational platform
3.3. Form of assessment		practical classes – graded credit, e-learning - approval
3.4. Didactic methods		Verbal, practical - solving tasks while working in a group, e-learning - synchronous e-learning, asynchronous e-learning
3.5. Literature	**Basic**	1. P. Majewski, Czas na e-biznes, Wydawnictwo Helion, 2007 2. S. Blank, B. Dorf, Podręcznik startupu. Budowa wielkiej firmy krok po kroku, Onepress, 2013. https://helion.pl/ksiazki/podrecznik-startupu-budowa-wielkiej-firmy-krok-pokroku-steve-blank-bob-dorf,podsta.htm#format/d 3. Biblia e-biznesu 2. Nowy Testament, Red. M. Dutko, Helion 2016. https://www.taniaksiazka.pl/biblia-e-biznesu-2-nowy-testament-red-maciej adutko-p793569.html?utm_source=ceneo&utm_medium=cpc&utm_campaign=top3
	Additional	1. K. Marzec, Narzedzie Googla dla e-commerce, Helion, 2016 2. D. Chaffey, Digital Business i E-Commerce Management, Wydawnictwo Naukowe PWN, Warszawa, 2016 3. D. Chaffey, E-Business and E-Commerce Management: Strategy, Implementation and Practice, Financial Times/ Prentice Hall; 5 edition (14 July 2011), p. 768 https://www.amazon.in/Business-Commerce-Management-StrategyImplem entation/dp/0273752014

4. OBJECTIVES, SYLLABUS CONTENT

4.1. Subject objectives
Practical classes and e-learning:
C1. Knowledge – Getting to know the principles of the company's operation in the field of new technologies and the basics of conducting scientific research in this area.
C2. Skills – Preparation of a business plan for the implementation of an exemplary Internet enterprise.
C3. Social competences – Application of practical methods of evaluating the company's activity on the Internet.
4.2. Detailed syllabus

Practical classes:
1. Basics of e-business
2. Strategy in e-business
3. Branding
4. Online Distribution
5. Advertising on the Internet
6. Website indicators
7. Use of search engines
8. Affiliate Programs

E-learning:
1. Preparing a campaign for an online store
2. Distribution logistics for internet sales

4.3. Subjects' learning outcomes

LO	A student who has passed a subject	Reference to directional learning outcomes
In terms of **KNOWLEDGE:**		
W01	defines the rules of the company's presence on the Internet	ZARZ1A_W08
W02	Explains how to run an online business	ZARZ1A_W08
W03	knows the measures of the effectiveness of marketing programs in the field of Internet activity	ZARZ1A_W19
in terms of **SKILLS:**		
U01	Formulates promotional campaigns on the Internet	ZARZ1A_U13
U02	can calculate the effectiveness of the company's operation on the Internet	ZARZ1A_U12
In terms of **SOCIAL COMPETENCES:**		
K01	Develops teamwork skills	ZARZ1A_K04

Ways of verifying the achievement of the learning outcomes in question

Learning outcome	Way of verifying (+/-)								Test
	Team work								
	Form of classes								*Form of classes*
	W	C	...						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	appro val	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***
NUMBER OF HOURS IMPLEMENTED WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	*15*	*10*
Participation in practical classes	11	10
Other: e-learning	4	0
STUDENT'S INDEPENDENT WORK /NON-CONTACT HOURS/	*10*	*15*
Preparation for the practical classes/project	10	15

TOTAL HOURS	*25*	*25*
ECTS Credits	**1**	**1**