**SYLLABUS TO THE SUBJECT/SYLABUS DO PRZEDMIOTU**

|  |  |
| --- | --- |
| Item Name/Nazwa przedmiotu | **E-business** |
| Direction/Kierunek | Management |
| Form of study/Forma studiów | Stationary |
| Level of education/Poziom kształcenia | Second degree |
| Year/Rok | 2 |
| Semester/Semestr | 3 |
| Guide unit/Jednostka prowadząca | Department of Management and Entrepreneurship |
| Drafter/Osoba sporządzająca | Dr Maciej Sobociński |
| Profile/Profil | Education in the field of Marketing and e-business |
| Number of ECTS credits/Liczba punktów ECTS | 2 |

**TYPE OF CLASSES - NUMBER OF HOURS PER SEMESTER/RODZAJ ZAJĘĆ – LICZBA GODZIN W SEMESTRZE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Lecture/Wykład | Exercise/Ćwiczenia | Laboratory/Laboratorium | Project/Projekt | Seminar/Seminarium |
| **15** |  |  | **15** |  |

**COURSE DESCRIPTION/OPIS PRZEDMIOTU**

**PURPOSE OF THE COURSE/CEL PRZEDMIOTU**

C1. To familiarize students with the basic assumptions of e-business

C2. Presentation of contemporary trends in the development of the electronic economy

C3. Presentation of basic tools and solutions for running and promoting a company on the Internet

C4. Developing the ability to plan the company's activities based on the assumptions of E-business

**PREREQUISITES FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCIES/WYMAGANIA WSTĘPNE W ZAKRESIE WIEDZY, UMIEJĘTNOŚCI I INNYCH KOMPETENCJI**

1. The student has basic knowledge of company management

2. The student has basic skills in analyzing the company's environment

3. The student has basic computer skills

**LEARNING OUTCOMES/EFEKTY UCZENIA SIĘ**

EU1. The student describes the basic assumptions and concepts in the field of E-business

EU2. The student is able to present contemporary trends in the development of the electronic economy

EU3. The student describes the basic tools and solutions for running and promoting a company on the Internet

EU4. The student is able to plan the activities of a company based on the assumptions of E-business

**CURRICULUM CONTENT/TREŚCI PROGRAMOWE**

|  |  |
| --- | --- |
| **Form of classes/Forma zajęć –LECTURE/ WYKŁAD** | **Number of hours/Ilość godzin** |
| W1. Introductory classes. Presentation of the plan of subject content, literature, and conditions for passing lectures. The concept of electronic economy | 1 |
| W2. Historical outline of the development of the electronic economy - from ARPAnet to today, part 1 | 1 |
| W3. Historical outline of the development of the electronic economy - from ARPAnet to today, part 2 | 1 |
| W4. Electronic banking and electronic payments | 1 |
| W5. E-commerce: Trading and auction platforms, online stores | 1 |
| W6. Introduction to internet marketing part 1 | 1 |
| W7. Introduction to internet marketing part 2 | 1 |
| W8. E-consumers: Social networks and virtual communities, part 1 | 1 |
| W9. E-consumers: Social networks and virtual communities part 2 | 1 |
| W10. E-collaboration: collaboration tools, managing a distributed team, part 1 | 1 |
| W11. E-collaboration: collaboration tools, managing a distributed team, part 2 | 1 |
| W12. New trends and changes in the electronic economy (cryptocurrencies, NFTs, crowdfunding, Metaverse) part 1 | 1 |
| W13. New trends and changes in the electronic economy (cryptocurrencies, NFTs, crowdfunding, Metaverse) part 2 | 1 |
| W14. Risks related to running a business on the Internet | 1 |
| W15. Summary of lectures. Assessment of knowledge of the content of lectures. | 1 |
| **Form of classes/Forma zajęć –PROJECT/ PROJEKT** | **Number of hours/Ilość godzin** |
| C1. Introductory classes. Presentation of the plan of subject content, literature, and conditions for passing the project. The concept of electronic economy | 1 |
| C2. Development of e-business in Poland and in the world – discussion | 1 |
| C3. Self-assessment of knowledge, experience and predispositions to run a business | 1 |
| C4. Determining the subject of business activity on the Internet. | 1 |
| C5. Analysis of the selected industry and company's environment. | 1 |
| C6. Assessment of opportunities and threats (feasibility) of the project | 1 |
| C7. Selection of trading systems and platforms. | 1 |
| C8. Needs analysis. Evaluation of alternative solutions | 1 |
| C9. Determining the systems used for internal processes (including production, customer service, communication and collaboration) part 1 | 1 |
| C10. Determining the systems used for internal processes (including production, customer service, communication and collaboration) part 2 | 1 |
| C11. Determining channels and methods of promotion and PR on the Internet, part 1 | 1 |
| C12. Determining channels and methods of promotion and PR on the Internet, part 2 | 1 |
| C13. Presentations of final projects, part 1 | 1 |
| C14. Presentations of final projects, part 2 | 1 |
| C15. Summary classes | 1 |

**DIDACTIC TOOLS/NARZĘDZIA DYDAKTYCZNE**

1. Audiovisual equipment

2. Blackboard, chalk, markers

3. E-learning platform (optional)

**METHODS OF ASSESSMENT (F- FORMATIVE, P - SUMMATIVE)/SPOSOBY OCENY ( F – FORMUJĄCA, P – PODSUMOWUJĄCA)**

F1. Participation in the discussion (activity during classes)

P1. Preparation of a presentation, report or paper

P2.Test

**STUDENT WORKLOAD/OBCIĄŻENIE PRACĄ STUDENTA**

|  |  |  |
| --- | --- | --- |
| **Form of activity/Forma aktywności** | **Average hours to complete an activity/Średnia liczba godzin na zrealizowanie aktywności** | |
| **[h]** | **ECTS** |
| Contact hours with the teacher (lecture, exercise)/Godziny kontaktowe kontaktowe z nauczycielem (wykłady, ćwiczenia) | 30 | 1,2 |
| Preparing for the exercise/Przygotowanie do ćwiczeń | 8 | 0,32 |
| Reading the indicated literature/Zapoznanie się ze wskazaną literaturą | 10 | 0,4 |
| Consultations**/**Konsultacje | 2 | 0,08 |
| **TOTAL NUMBER OF ECTS POINTS FOR ITEM/SUMARYCZNA LICZBA PUNKTÓW ECTS**  **DLA PRZEDMIOTU** | **50** | **2** |

**BASIC AND SUPPLEMENTARY LITERATURE/LITERATURA PODSTAWOWA I UZUPEŁNIAJĄCA**

**Basic Literature/Literatura podstawowa:**

1. Rose D., *Artificial Intelligence for Business*, Pearson, 2021.

2. Gardocka-Jałowiec A., Mróz T., Wierzbicka K., From Entrepreneurship to Innovation : Selected Legal and Economic Aspects, Difin, Warszawa 2020

3. Karaoulanis A., Small Business Management : a Road Map for Survival During Crisis, Business Expert Press, New York 2020

**Supplementary Literature/Literatura uzupełniająca:**

1. Sobociński M., Crowdfunding jako szansa rozwoju firm rodzinnych/Crowdfunding as a Chance for development of family businesses (w:) Kempa E., Olejniczak-Szuster K. (red.), Konkurencyjność i szanse rozwoju współczesnych przedsiębiorstw, Wyd. PCz, Częstochowa 2020 (unreleased English version available from the Author)

2. James O., James D., The Entrepreneurial Adventure : Embracing Risk, Change, and Uncertainty, Business Expert Press, New York 2020

**INSTRUCTOR OF THE COURSE (NAME, SURNAME, E-MAIL ADDRESS)/PROWADZĄCY ZAJĘCIA (IMIĘ, NAZWISKO, ADRES E-MAIL)**

Dr Maciej Sobociński, maciej.sobocinski@pcz.pl

**MATRIX OF THE IMPLEMENTATION OF LEARNING OUTCOMES/MACIERZ REALIZACJI EFEKTÓW UCZENIA SIĘ**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Learning Outcome/Efekt uczenia się** | **Reference an effect to program-wide defined effects/ Odniesienie danego efektu do efektów zdefiniowanych dla całego programu** | **Course objectives/Cele przedmiotu** | **Curriculum content/Treści programowe** | **Teaching tools/Narzędzia dydaktyczne** | **Method of evaluation/Sposób oceny** |
| **EU**1 | K\_W01, K\_W02, K\_W03, K\_W04, K\_W05, K\_W07,  K\_U01, K\_U03, K\_U07, K\_U09  K\_K01, K\_K04, K\_K05 | C1 | W1-W15, C1-C15 | 1,2,3 | F1, P1, P2 |
| **EU**2 | K\_W01, K\_W03, K\_W04, K\_W05, K\_W07, K\_W09;  K\_U01, K\_U03, K\_U05, K\_U08, K\_U10;  K\_K01, K\_K04K\_K05 | C2 | W10-W13, C1-C2, C7-C15 | 1,2,3 | F1, P1, P2 |
| **EU**3 | K\_W01. K\_W03, K\_W04, K\_W05, K\_W07, K\_W10;  K\_U01, K\_U03, K\_U05, K\_U06, K\_U07, K\_U08, K\_U10;  K\_K01, K\_K03, K\_K04, K\_K05 | C3 | W4-W13, C2-C15 | 1,2,3 | F1, P1, P2 |
| **EU**4 | K\_W01, K\_W02, K\_W03, K\_W04, K\_W05, K\_W07, K\_W10;  K\_U01, K\_U03, K\_U05, K\_U06, K\_U07, K\_U08, K\_U09, K\_U10;  K\_K01, K\_K02, K\_K03, K\_K04, K\_K05 | C4 | W4-W15, C3-C15 | 1,2,3 | F1, P1, P2 |

**FORM OF ASSESSMENT - DETAILS/FORMY OCENY – SZCZEGÓŁY**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Per grade 2/**  **Na ocenę 2** | **Per grade 3/**  **Na ocenę 3** | **Per grade 4/**  **Na ocenę 4** | **Per grade 5/**  **Na ocenę 5** |
| **Effect 1/ Efekt 1** | The student does not know the basic assumptions and concepts of e-business | The student knows some of the basic assumptions and concepts in the field of e-business | The student knows most of the basic assumptions and concepts in the field of e-business | Student zna wszystkie omawiane na zajęciach założenia i pojęcia z zakresu E-biznesu i potrafi je poprawnie zastosować w praktyce |
| **Effect 2/**  **Efekt 2** | The student is unable to present contemporary trends in the development of the electronic economy | The student is able to name some of the contemporary trends in the development of the electronic economy | The student is able to list most of the trends in the development of the electronic economy discussed during classes | The student is able to list all trends in the development of the electronic economy discussed during classes, and is able to indicate the possibilities of their practical use on a selected example |
| **Effect 3/**  **Efekt 3** | The student does not know the basic tools and solutions for running and promoting a company on the Internet | The student knows some of the basic tools and solutions for running and promoting a company on the Internet | The student knows most of the basic tools and solutions for running and promoting a company on the Internet discussed during classes | The student knows the basic tools and solutions for running and promoting a company on the Internet, is able to point out their advantages and disadvantages and find alternative solutions depending on needs. |
| **Effect 4/**  **Efekt 4** | The student is unable to plan the company's activities based on the assumptions of e-business | The student is able to create a simple business plan for the company based on the assumptions of E-business | The student is able to create a business plan for the company based on the assumptions of E-business | The student is able to create a detailed business plan of the company based on the assumptions of E-business using contemporary trends and solutions |

\*A 3.5 half grade is awarded in the case of full credit for the learning outcomes with a 3.0 grade, but the student has not fully absorbed the learning for a 4.0 grade. A half-grade of 4.5 is awarded in the case of full credit for the learning outcomes with a 4.0 grade, but the student has not fully assimilated the learning outcomes for a grade of 5.0./ \*Ocena połówkowa 3.5 jest wystawiana w przypadku pełnego zaliczenia efektów uczenia się na ocenę 3.0, ale student nie przyswoił w pełni uczenia się na ocenę 4.0. Ocena połówkowa 4.5 jest wystawiana w przypadku pełnego zaliczenia efektów uczenia się na ocenę 4.0, ale student nie przyswoił w pełni efektów uczenia się na ocenę 5.0.

**OTHER USEFUL INFORMAION ABOUT THE ITEM/INNE PRZYDATNE INFORMACJE O PRZEDMIOCIE**

Information where you can read presentations for classes, etc. - Information is provided during the first class and sent electronically to the addresses of individual dean’s groups./ Informacje, gdzie można zapoznać się z prezentacjami na zajęcia itp. - Informacje udzielane są podczas pierwszych zajęć i przesyłane drogą elektroniczną na adresy poszczególnych grup dziekańskich

Information on the place of classes - Information can be found on the website of the Faculty of Management and in the USOS system./ Informacja o miejscu zajęć – Informacje znajdują się na stronie internetowej Wydziału Zarządzania oraz w systemie USOS.

Information on the date of classes (day of the week/time) - Information can be found on the website of the Faculty of Management and in the USOS system./ Informacja o terminie zajęć (dzień tygodnia/godzina) – Informacje znajdują się na stronie internetowej Wydziału Zarządzania oraz w systemie USOS

Information about consultations (hours + place) - Information is given during the first classes, it is also available on the website of the Faculty of Management./ Informacje na temat  godzin i miejsca konsultacji znajdują się na stronie internetowej Wydziału Zarządzania oraz podawane są na pierwszych zajęciach ze studentami.