

Subject card

Subject name and code	eCommerce, PG_00177471						
Field of study	Finance and Accounting, Informatics and Econometrics, Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English Polish		
Semester of study	4		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Business Informatics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Natalia Michalek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	45.0	0.0	0.0	0.0	60
	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	60		4.0		61.0	125
Subject objectives	The aim of the course is to acquire the in-depth and useful expertise required to market and develop online shops, as well as to acquire a set of specific competences and management skills from the point of view of organisational management and, in particular, online commercial activities. The course also results in the acquisition of practical knowledge in the field of eCommerce, with particular emphasis on legal, technical, marketing and logistical aspects.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRMU2_U06] Students are equipped to apply their comprehensive knowledge of management, quality sciences, economics, and finance to address dilemmas and develop effective solutions— including innovative approaches— to complex or unusual problems encountered in the fields of finance and accounting.	Students will be able to design their own online shop, including the selection of appropriate technology, the planning of sales processes and marketing activities, order processing, customer service and logistical aspects, with particular emphasis on the financial perspective.	[SU2] presentation/project/paper/report
	[ZARZMU2_W01] The student has an in-depth knowledge and understanding of the theories in management, quality sciences, economics, and finance and their role within the social sciences. This knowledge is particularly relevant for making informed business decisions.	The student is able to design his own online shop, including the selection of appropriate technology, the planning of sales processes and marketing activities, order processing, customer service and logistical aspects, with particular emphasis on decision-making processes.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[IiEMU2_W01] The student possesses a profound understanding of the nature and evolution of theories in management, quality sciences, economics, and finance. They know these fields' significance within the broader social sciences. Additionally, the student learns the main trends in developing informatics and statistics tools.	tudent is able to design his/her own online shop, including the selection of appropriate technology, the planning of sales processes and marketing activities, order processing, customers and logistical aspects, with particular emphasis on the use of various IT tools.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[FiRMU2_W01] The student possesses a thorough understanding of the development of theories in management, quality sciences, economics, and finance. They are well-versed in the nature and trends of these fields and recognize their significance within the broader context of social sciences, particularly in relation to finance and accounting.	The student has knowledge of digital business, including the eCommerce market, sales models and processes, as well as knowledge in the area of security and legal aspects of running an online shop, with a particular focus on the financial perspective.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZMU2_U06] Students can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings.	The student has knowledge of digital business, including the eCommerce market, sales models and processes, as well as knowledge in the area of security and legal aspects of running an online shop, with a focus on decision-making processes.	[SU2] presentation/project/paper/report
	[IiEMU2_U06] Students can utilize structured and detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and develop innovative solutions for complex or unusual problems that arise in professional settings.	The student has knowledge in the field of digital business, including the eCommerce market, sales models and processes, as well as knowledge in the area of security and legal aspects related to running an online shop, with a particular focus on the use of IT tools.	[SU2] presentation/project/paper/report
Subject contents	1. Definition and essence of digital business and eCommerce. Introduction to eCommerce, basic concepts, sales models. 2. Sub-statutory legal aspects of running an online shop, including consumer and data protection (RODO). 3. Security and continuity of eCommerce operations with particular emphasis on infrastructure and data security. 4. Creation of your own online shop including choice of technology and tools, shop interface design, information architecture and sales processes. 5. Marketing activities and strategies (omnichannel vs. multichannel vs. cross-channel). Customer acquisition. Marketing automation. Analytical tools and measuring the effectiveness of activities. 6. Order and customer handling of the online shop. Logistics and warehousing, dropshipping. 7. Overview of the eCommerce market in Poland and worldwide. 8. The role of AI in eCommerce.		
Prerequisites and co-requisites	The student should have a basic knowledge of digital business and social media.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written test	51.0%	50.0%
	Credit project	51.0%	50.0%

Recommended reading	Basic literature	1. Author's teaching materials (lecture and laboratory) of the instructors. 2. Chaffey D., Digital Business and E-commerce Management, Wydawnictwo Naukowe PWN, Warsaw 2016. 3. Karwatka P. et al, Technology in ecommerce. Theory and Practice. A manager's guide, HELION, Gliwice 2013. 4. Dębicka O., Borodo A., Winiarski J., Personal data protection in the e-commerce industry in Poland. Studia i Materiały Instytutu Transportu i Handlu Morskiego, 14, 2017, pp. 145-157.
	Supplementary literature	N/A
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Design of your own online shop. 2. Design and analysis of the effectiveness of an eCommerce marketing campaign. 3. Comparative analysis of online sales models. 4. Analysis of the legal aspects of running an online shop. 5. Application of artificial intelligence in eCommerce - case study.	
Work placement	Not applicable	

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