University of Gdańsk

Subject card

Subject name and code	eCommerce, PG_00177518		
Field of study	Informatics and Econometrics		
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 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 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 Michałek	
	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 in-depth and useful expertise in doing business in a digital environment, covering not only online sales but also other key areas of modern online organisations. Participants in the course will acquire competences in planning, implementing and managing business processes using information and communication technologies (ICT). Particular emphasis is placed on strategic, technological, operational, security, legal and marketing aspects of e-business, as well as the integration of digital tools in areas such as customer service, logistics, knowledge management and B2B/B2C cooperation. The learning outcome is also the ability to analyse e-business models and their practical application in market conditions.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[IiEMU2_W02] The student comprehends advanced theoretical and practical concepts in econometrics, informatics, or statistics, which are essential for a deeper understanding of economic and social phenomena.	The student has knowledge in the field of digital business, business models and processes, as well as knowledge in the area of security and legal aspects related to doing business in a digital environment, with particular emphasis on the use of IT tools.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[IiEMU2_U12] The student can adapt, design, create, and operate IT systems that support business entities.	The student is able to design his/ her own e-business, including the selection of appropriate technology, the planning of sales processes and marketing activities, the handling of orders, customers and logistical aspects, with particular emphasis on the use of various IT tools.	[SU2] presentation/project/paper/ report

<table>
<tr><td>Subject contents</td><td>1. Definition and essence of digital business. Introduction to e-business, basic concepts, sales models.
2. Sub-statutory legal aspects of running a digital business, including consumer and data protection (RODO).
3. Security and continuity of e-business operations with particular emphasis on infrastructure and data security.
4. Creating your own e-business including choice of technology and tools, 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 performance measurement.
6. Handling e-business orders and customers. Logistics and warehousing, dropshipping.
7. Overview of the digital business market in Poland and worldwide.
8. Automation of business processes. The role of AI in e-business.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>The student should have a basic knowledge of digital business and social media.</td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Written test</td><td>51.0%</td><td>50.0%</td></tr>
<tr><td>Credit project</td><td>51.0%</td><td>50.0%</td></tr>
</table></td></tr>
<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>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. Studies and Materials of the Institute of Transport and Maritime Trade, 14, 2017, pp. 145-157.</td></tr>
<tr><td>Supplementary literature</td><td>N/A</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>1. Designing your own e-business.
2. Design and analysis of the effectiveness of a digital business marketing campaign.
3. Comparative analysis of online sales models.
4. Analysis of legal aspects of running an e-business.
5. Business process automation project.
6. Application of artificial intelligence in digital business - case study.</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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