

Subject card

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| Subject name and code | eCommerce, PG_00177461 | | | | | | |
| Field of study | Finance and Accounting, Informatics and Econometrics, Management | | | | | | |
| Date of commencement of studies | October 2026 | 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 | 1 | Language of instruction | | | English | | |
| Semester of study | 2 | 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. | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [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. | 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. | [SW4] test/exam - oral or written [SW2] 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 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. | [SW4] test/exam - oral or written [SW2] presentation/project/paper/report |
| | [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 and tools, the planning of sales processes and marketing activities, order processing, customers and logistical aspects, with particular emphasis on the financial perspective. | [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. | Students will be able to design their own online shop, including the selection of appropriate technology, planning sales processes and marketing activities, order processing, customer service and logistical aspects, with particular emphasis on the use of various IT tools. | [SU2] 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 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. | [SU2] 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 |
| Subject contents | <ol style="list-style-type: none"> 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 |
| | Credit project | 51.0% | 50.0% |
| | Written test | 51.0% | 50.0% |

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| Recommended reading | Basic literature | <ol style="list-style-type: none"> 1. Authored teaching materials (lecture and laboratory) by 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 | <ol style="list-style-type: none"> 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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