

Subject card

Subject name and code	Internet shops and websites, PG_00199037						
Field of study	Economics						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2028/2029		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study 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	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			4.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dagmara Wach				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	15.0	0.0	45
	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	45		0.0		55.0	100
Subject objectives	The aim of the course is for students to master the principles of building and managing an online store and to equip them with the knowledge that will later enable them to effectively design and maintain a corporate blog. Students will also gain knowledge on optimizing websites for search engines and major internet mechanisms. While working on their projects or in case of difficulties, students may use consultations with the instructor to deepen their knowledge and receive substantive support.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student utilizes acquired economic knowledge to independently engage in business activities on the Internet.	[SU2] presentation/project/paper/report
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student is familiar with the general principles of creating and developing forms of individual entrepreneurship, particularly in the context of conducting business online.	[SW2] presentation/project/paper/report
	[EKONL3_U05] uses normative systems (legal, professional, ethical) to solve a specific economic or social task	The student correctly applies selected standards and rules (legal, professional, ethical) in order to solve tasks related to the proper functioning of WWW services.	[SU2] presentation/project/paper/report
	[EKONL3_W10] knows and understands concepts and principles of industrial property, intellectual property and copyright law	The student knows and understands the basic concepts and principles of industrial property protection and copyright law.	[SW2] presentation/project/paper/report
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student adapts to new situations and conditions, undertakes new challenges of creative thinking by creating user-friendly and efficient websites and online stores.	[SK2] presentation/project/paper/report
[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student, while participating in the development of a corporate website or online store, is able to reconcile legal, economic, environmental, political, and social requirements.	[SK2] presentation/project/paper/report	
Subject contents	<p>1. Running a company website:- review of platforms enabling running a website,- criteria for selecting the optimal platform,- selection of platform and website theme,- company website design using Wordpress software,- adding entries and creating different versions of the website.2. Basics of working with online store software (e.g. PrestaShop or WooCommerce):- store administration and configuration,- entering data of manufacturers, suppliers and carriers- creating the assortment structure of the e-shop,- order management in the online store.3. Security and administration of the website:- technical aspects of setting up a website,- choosing hosting, domain registration, obtaining security certificates,- security copies of the website and database.4. Website design with SEO and content marketing in mind:- SEO basics and practical rules,- search mechanisms and features of an SEO-friendly website,- auditing and monitoring of websites,- promotion on search websites,- new trends in SEO: mobile devices and social media.5. Social media in enterprise activities.</p>		
Prerequisites and co-requisites	Basic computer skills.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Frankowski P., Przeliorz K., <i>WordPress i Joomla! Zabezpieczenie i ratowanie stron WWW</i>, Helion, Gliwice 2017 2. Wrotek W., <i>PrestaShop. Sklep internetowy szyty na miarę (ebook)</i>, Helion, Gliwice 2013 3. Cengiel P., <i>Praktyczne zastosowanie narzędzi SEO w Twojej firmie</i>, Helion, Gliwice 2021 4. Ciborowska A., Lipiński J., <i>SEO dla początkujących</i>, Helion, Gliwice 2022 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Wach D., <i>Wykorzystanie Internetu w procesie zarządzania przedsiębiorstwem</i>, [w] <i>Przedsiębiorstwo: drogi sukcesu rynkowego</i>, red. nauk. Janusz Żurek, Polskie Wydawnictwo Ekonomiczne, Warszawa 2016 2. Wach D., <i>Wykorzystywanie mediów społecznościowych w działalności przedsiębiorstwa</i>, [w] <i>Przedsiębiorstwo: drogi sukcesu rynkowego</i>, red. nauk. Janusz Żurek, Polskie Wydawnictwo Ekonomiczne, Warszawa 2016 	
	eResources addresses		

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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