

Subject card

Subject name and code	E-Business in Global Economy, PG_00199251						
Field of study	International Economic Relations						
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	6	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
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 Zuzanna Borda				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		5.0	50
Subject objectives	The aim of the subject is to familiarize students with the theory and practice of e-business in a global context. During the lectures, students will gain knowledge about the creation, management and development of e-businesses, as well as understand the impact of globalization on business activities on the Internet. Students will be involved in creating business plans, analyzing cases, as well as developing marketing strategies and managing e-business projects.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_W14] knows and understands terms and principles of intellectual (industrial) property protection and copyright law	The student knows and understands the basic concepts and principles of intellectual property protection, industrial property, and copyright in the context of e-business.	[SW2] presentation/project/paper/report
	[MSGL3_W10] has an advanced understanding of selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	The student knows selected methods and tools, including IT tools and data acquisition techniques, enabling the description and analysis of economic entities operating in the international market, as well as understands the processes and phenomena occurring within and between them, supporting decision-making in e-business. The student deepens the knowledge during office hours.	[SW2] presentation/project/paper/report
	[MSGL3_W05] has knowledge and understanding of the principles of establishing and developing various forms of entrepreneurship	The student knows and understands the basic principles of creating and developing various forms of entrepreneurship in the context of e-business and the global economy.	[SW2] presentation/project/paper/report
	[MSGL3_U15] can appropriately identify priorities, plan and organise tasks related to their implementation, as well as monitor and evaluate progress	The student is able to set priorities in e-business activities, plan and organize tasks, as well as monitor their implementation and assess progress in the context of the global economy.	[SU2] presentation/project/paper/report
	[MSGL3_U08] uses methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student uses basic methods, computer programs, and marketing techniques and tools to acquire and analyze data necessary for diagnosing economic processes and making appropriate economic decisions in e-business.	[SU2] presentation/project/paper/report
	[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is prepared to think and act entrepreneurially, adapts to new situations and conditions, takes on challenges requiring creative thinking, is resilient to failures, and is able to identify threats and assess the risk of their occurrence in the context of e-business.	[SK2] presentation/project/paper/report

Subject contents	<p>Week 1: Introduction to e-business</p> <p>Week 2: E-business and traditional business</p> <p>Week 3: E-business business plan</p> <p>Week 4: Business Environment Institutions (BEIs)</p> <p>Week 5: Tools and technologies in e-business</p> <p>Week 6: Legal aspects of e-business</p> <p>Week 7: Global market analysis and competition monitoring</p> <p>Week 8: Negotiations and assertiveness</p> <p>Week 9: Team building</p> <p>Week 10: Pitchdecks</p> <p>Week 11: Marketing in e-business</p> <p>If you have any further questions or concerns, feel free to come to my consultation hours.</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 1189 794 1218">Subject passing criteria</th> <th data-bbox="799 1189 1137 1218">Passing threshold</th> <th data-bbox="1142 1189 1481 1218">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1225 794 1252">Businessplan</td> <td data-bbox="799 1225 1137 1252">51.0%</td> <td data-bbox="1142 1225 1481 1252">80.0%</td> </tr> <tr> <td data-bbox="456 1258 794 1285">Presentation</td> <td data-bbox="799 1258 1137 1285">51.0%</td> <td data-bbox="1142 1258 1481 1285">20.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Businessplan	51.0%	80.0%	Presentation	51.0%	20.0%
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Businessplan	51.0%	80.0%										
Presentation	51.0%	20.0%										
Recommended reading	Basic literature	<p>Chaffey, D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson, Harlow, 2015.</p> <p>Laudon, K. C., Traver, C. G., E-commerce 2019: Business, Technology and Society, Pearson, Boston, 2019.</p>										
	Supplementary literature	<p>Turban, E., King, D., Lee, J., Liang, T. P., Turban, D., Electronic Commerce: A Managerial and Social Networks Perspective, Springer, Cham, 2015.</p> <p>Winiarski J, Borda Z. Ocena skutków ekonomicznych robotyzacji na przykładzie sklepów samoobsługowych, [w:] Przedsiębiorstwo w obliczu zmian społecznych, gospodarczych i technologicznych, red. Antonowicz P, Malinowska E, Siciński J, Zaremba U, Wyższa Szkoła Informatyki i Zarządzania z siedzibą w Rzeszowie, Oficyna Wydawnicza ASPRA 2021.</p>										
	eResources addresses											
Example issues/ example questions/ tasks being completed												
Work placement	Not applicable											

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