

Subject card

Subject name and code	Web Designing, PG_00199906						
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	part-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 Dagmara Wach				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	10.0	0.0	0.0	0.0	10
	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	10		2.0		38.0	50
Subject objectives	The objective of the course is for students to master the principles of building and managing a website and to equip them with the knowledge that will enable them to effectively design and manage a corporate website and collaborate with the media later on.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[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, especially in terms of conducting business online.			[SW2] presentation/project/paper/report		
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student correctly identifies, diagnoses, and resolves dilemmas and various solution options related to designing a website.			[SK2] presentation/project/paper/report		
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, embraces new 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, embraces new challenges of creative thinking, and creates user-friendly and efficient websites.			[SK2] 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 basic concepts and principles related to industrial property protection and copyright law.			[SW2] presentation/project/paper/report			

Subject contents	<ol style="list-style-type: none"> 1. Overview of Platforms for Website Management (criteria for selecting the optimal platform, choosing software and hosting) 2. Designing a Corporate Website Using Open Source Software 3. Website Administration (adding content, creating multilingual versions of the service, performing backups of the service and database) 4. Using Tools for Webmasters and Data Analysis 5. Collaboration with Social Media <p>Any doubts regarding the issues discussed can be clarified during the consultations.</p>														
Prerequisites and co-requisites	Basics of operation of enterprises. Ability to efficiently search Internet resources. Basic knowledge of information technologies.														
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td></td> <td>51.0%</td> <td>30.0%</td> </tr> <tr> <td></td> <td>51.0%</td> <td>19.0%</td> </tr> <tr> <td></td> <td>51.0%</td> <td>51.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade		51.0%	30.0%		51.0%	19.0%		51.0%	51.0%
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	51.0%	19.0%													
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Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Beaird J., George J., <i>Niezawodne zasady web designu. Projektowanie spektakularnych witryn internetowych</i>, Helion, Gliwice 2015 2. Frain B., <i>Responsive Web Design. Projektowanie elastycznych witryn w HTML5 i CSS3</i>, Helion, Gliwice 2021 													
	Supplementary literature	<ol style="list-style-type: none"> 1. Wach D., <i>Web 2.0 a marketing</i>, [w:] Marketing oparty na wiedzy, UMW, Olsztyn 2007 2. Borodo A., <i>Ekonomiczne uwarunkowania wykorzystania mediów społecznościowych w handlu elektronicznym</i>, Uniwersytet Gdański, Katedra Transportu i Handlu Morskiego, Sopot 2021 													
	eResources addresses														
Example issues/ example questions/ tasks being completed															
Work placement	Not applicable														

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