

Module description (syllabus): Handel elektroniczny

Module title:	Handel elektroniczny	ECTS	5
Module title translation:	Electronic commerce		
Module for study direction:	Erasmus		

Module language: angielski		Study level: 2	
Study cycle: stacjonarne	Module status: kierunkowy - do wyboru	Semester number: 3 semestr zimowy	
Academic Year from which module description is valid :		2020/2021	Catalogue number: EKR-E-2S-3-20-KF-2020-ERA

Person in charge of the module:	Strzębicki Dariusz, dr		
Teachers responsible for classes:	dr Dariusz Strzębicki		
Unit responsible for the module:	Katedra Polityki Rozwoju i Marketingu		
Faculty in charge:	Wydział Ekonomiczny		
Objectives of the module:	<p>a. The main goal of the course is to teach students how electronic commerce is being conducted and managed.</p> <p>b. During the course students will also assess its major opportunities, limitations, issues and risks.</p> <p>Lectures Definition of electronic commerce. Pure and partial electronic commerce. Electronic commerce classification. Factors of electronic commerce development. Electronic commerce business and revenue models. Benefits of electronic commerce. Limitations of electronic commerce. Electronic marketplaces' types and components. Impact of electronic commerce on organizations. Retailing in electronic commerce. Characteristics of successful e-tailing. Consumer behavior and market research in electronic commerce. Internet promotion. Business-to-Business electronic commerce. Private and public electronic marketplaces. Electronic supply chains and collaborative commerce. E-government and E-learning. Development of mobile commerce. Social networking. Electronic CRM. Global electronic commerce. Factors of successful online business.</p> <p>Classes</p>		
Teaching forms and number of hours:	a. lectures - no of hours: full time study: 30, part-time study. 0		
Teaching methods:	discussion, problem solving, consultation with the lecturer, lectures, individual student projects		
Initial requirements and formal prerequisites:	-		
Learning outcomes:	<p>Knowledge - knows and understands:</p> <p>1. Understand the scope of electronic commerce</p> <p>2. Understand the effects of electronic commerce on organization and economy</p>	<p>Skills - can:</p> <p>3. Use economic knowledge as well as other fields to identify, formulate and creatively solve electronic commerce problems.</p>	<p>Competences - is ready for:</p> <p>4. Undertaking and organizing electronic commerce activities</p>
Assesment methods:	evaluation of the work done as part of the student's own work (effects: 3, 4), assessment of the project work (effects: 2, 3), assessment of activities during classes (effects: 3, 4), test (writing or computer aided) (effects: 1, 2)		
Formal documentation of the learning outcome:	set of questions, individual student's projects		
Elements of the final grade and their weights:	evaluation of the work done as part of the student's own work - 10%, assessment of the project work - 40%, assessment of activities during classes - 10%, test (writing or computer aided) - 40%		
Place of teaching:	Classroom		
Teaching materials (obligatory and additional):			
1. G. Schneider, Electronic Commerce, Course Technology, Cengage Learning 2018.			

Remarks:
-+, ver-lw

Quantitative indicators describing the module:

Estimated total number of student work hours (contact and own work) necessary to achieve the learning outcomes assumed for the module - on this basis, complete the ECTS field:	100/0
The total number of ECTS points which the student receives in module requiring direct participation of academic teachers or other persons:	1.6/0 ECTS

Table of compliance of the directional learning outcomes with the effects of the module

Outcome category	Learning outcomes for module:	Reference to effects for the study program for the direction of study	The impact of classes on the directional effect*)
Knowledge	1. Understand the scope of electronic commerce	EK2_KW01	2
	2. Understand the effects of electronic commerce on organization and economy	EK2_KW02	2
Skills	3. Use economic knowledge as well as other fields to identify, formulate and creatively solve electronic commerce problems.	EK2_KU01	2
Competences	4. Undertaking and organizing electronic commerce activities	EK2_KK02	1

*) 3 - advanced and detailed, 2 - significant, 1 - basic