STUDY MODULE DESCRIPTION FORM

Name of the module/subject **E-commerce**		Code **101110522101110115**
Field of study **Corporate Management - Part-time studies -**	Profile of study (general academic, practical) **(brak)**	Year /Semester **1 / 2**
Elective path/specialty **Corporate Management**	Subject offered in: **Polish**	Course (compulsory, elective) **elective**
Cycle of study: **Second-cycle studies**	Form of study (full-time,part-time) **part-time**	

No. of hours Lecture: **10** Classes: **-** Laboratory: **-** Project/seminars: **-**	No. of credits **2**
Status of the course in the study program (Basic, major, other) **(brak)**	(university-wide, from another field) **(brak)**
Education areas and fields of science and art	ECTS distribution (number and %**)**

Responsible for subject / lecturer:	Responsible for subject / lecturer:
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Prerequisites in terms of knowledge, skills and social competencies:

1	**Knowledge**	Knowledge from the range of the lecture on Computer science from the first cycle of studies
2	**Skills**	Efficient use of IT instruments
3	**Social competencies**	Ability to work in a team

Assumptions and objectives of the course:

Presentation of knowledge in the technology and the organization of the e-commerce and different presentations of their models in practice

Study outcomes and reference to the educational results for a field of study

Knowledge:

1. Student should know a range of terms from the range of ecology, instruments of the environmental policy, risks for the biosphere, risks and rights for the ecological development as well as relations between work and natural environment - [K2A_W01]

2. The student has wide knowledge on conditions for structures of the organization and mechanisms of structural changes in enterprises - [K2A_W03]

3. The student has wide knowledge on methods and instruments for modeling information processes   - [K2A_W08]

4. The student has wide knowledge on processes of changes structural changes in enterprises and on management of these processes - [K2A_W15]

Skills:

1. The student is able to correctly analyze causes and results and the course of social processes and phenomena (also economic); he can formulate own opinions about them and present simple hypotheses and verify them   - [K2A_U03]

2. The student knows how to use the obtained knowledge from the area of environmental management that is widened with a critical analysis of efficiency and usability of its application in environmental management systems   - [K2A_U06]

3. The student has the skill of suggesting own solutions for a determined problem from the range of management and of realizing the procedure of making decisions in this area   - [K2A_U07]

Social competencies:

1. The student understands the need and knows possibilities lifelong learning, of raising professional, personal and social competence; is able to justify the need of the learning through the entire life - [K2A_K01]

2. Student is aware of the interdisciplinary character of the knowledge from the range of ecology and management, as well as the skill of solving composite organizational problems and forms interdisciplinary teams - [K2A_K06]

Assessment methods of study outcomes

Forming assessment: active participation in classes

Final assessment: written exam (test), at least 55% correct answers is required.

Course description

e-commerce in Poland and in the world

differences between the traditional but electronic trade

models of the e-commerce

Digital products

Digital signature

safety of electronic transactions

marketing in the Internet

portals and internet commercial centers

vertical and horizontal markets

integration of the application of the e-commerce with the inventory management

ASP services in e-commerce

examples of the application for managing the e-commerce.

Basic bibliography:

1. Borucki A. (2012). E-Biznes. Wydawnictwo Politechniki Poznańskiej. Poznań.

2. Szpringer W. (2012). Innowacyjne modele e-biznesu. Difin. Warszawa.

3. Dąbrowska A., Janoś-Kresło M., Wódkowski A. (2009). E-usługi a społeczeństwo informacyjne. Difin. Warszawa.

4. Olszak C.M., Ziemba E. (2007). Strategie i modele gospodarki elektronicznej. PWN. Warszawa.

5. Szpringer W. (2005). Prowadzenie działalności gospodarczej w Internecie. Difin. Warszawa.

6. Kolbusz E., Olejniczak W., Szyjewski Z. (2005). Inżynieria systemów informatycznych w e-gospodarce. PWE. Warszawa.

Additional bibliography:

1. Crowder D.,Crowder R. Tworzenie stron WWW.Biblia Wydawnictwo Helion Gliwice, 2002

2. Afuah A.,Tuci Ch.L Biznes internetowy. Strategie i modele Oficyna Ekonomiczna Kraków 2003

3. Norris M. West S E-Biznes Wydawnictwo KiŁ Warszawa, 2001

Result of average student's workload

Activity	Time (working hours)
1. Lectures	10
2. Consultations	20
3. Own work	16
4. Test	4

Student's workload

Source of workload	hours	ECTS
Total workload	50	2
Contact hours	30	1
Practical activities	20	1