COURSE DESCRIPTION CARD - SYLLABUS

Course name
E-commerce [S2ZE1E>Ecom]

Course

Field of study
Green Energy

Year/Semester
1/2

Area of study (specialization)
–

Profile of study
general academic

Level of study
second-cycle

Course offered in
english

Form of study
full-time

Requirements
elective

Number of hours

Lecture
15

Laboratory classes
0

Other (e.g. online)
0

Tutorials
0

Projects/seminars
0

Number of credit points

1,00

Coordinators

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Lecturers

Prerequisites

The student has basic information on marketing methods and tools, marketing research and internet applications.

Course objective

Acquiring knowledge about marketing methods of running a business, the model of which is based on ICT solutions, in particular Internet applications. Acquiring the ability to use tools supporting the development of business activity from the exchange of information between market entities (producers, distributors and recipients of products) to on-line transactions.

Course-related learning outcomes

Knowledge:
1. Student Has knowledge of the connection of the power engineering profession with various non-technical fields, such as: economy, law or ethics, as well as knowledge of the principles of industrial property protection and copyright.

Skills:

1. Student can independently plan and implement his development as well as motivate and direct others.

Social competences:
Student Is aware of the need to respect the rights of other entities in independent and team work, honesty and responsibility in the implementation of tasks, conduct in accordance with the principles of professional ethics and actions to comply with these principles

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment: in the scope of lectures: based on oral and written answers to questions covering issues discussed in the current and already held lectures.
Summative rating: in the scope of lecture classes: colloquium in the form of a written work - based on descriptive answers to open questions - credit on the basis of a minimum of 51% of points available.

Programme content

The essence and importance of e-marketing in developing business. Marketing methods and tools in running a business. The product and its structure in -e-business. Analyze the behavior of buyers in the Internet space. Marketing research in e-business. Analysis of marketing strategies on the internet. Available platforms and applications used to run e-business. Branding on the Internet. Social communication for the business need. Promotion on the Internet. Internet of things. Prospects for the development of network technologies and their impact on marketing practice and theory

Teaching methods

Lecture classes are conducted in the form of multimedia presentations confirmed by examples. Classes are conducted using the case method, based on solving practical examples (tasks). Preparation for classes requires student's independent work, including work with a book.

Bibliography

Basic:
Chaffey D., Digital Business i E-Commerce Management, Strategia, Realizacja, Praktyka, Wyd. PWN, Warszawa, 2020
Mazurek G., E-marketing strategia planowanie praktyka, Wyd. Poltext, 2018
Funkcjonowanie e-biznesu, zasoby, procesy, technologie pod redakcją Marii Czajkowskiej i Macieja Malarskiego. Wydawnictwo Uniwersytetu Łódzkiego, 2015.
Wódkowska D., E-biznes w Polsce; Uniwersytet Mikołaja Kopernika w Toruniu, Polskie Towarzystwo Ekonomiczne, 2015.
Mazurkiewicz-Pizło A., Pizło W., Marketing, Wyd. PWE, Warszawa 2017.
Michalski E., Marketing, Wydawnictwo Naukowe PWN, 2017.

Additional:
Sznajder A., Technologie mobilne w marketingu, Wyd. Wolters Kluwer, Warszawa 2014
Falls J., Deckers E., Media społecznościowe bez ściemy. Jak kreować markę, Wydawnictwo . Helion, Gliwice 2013
Goliński M., Metody badań potrzeb informacyjnych, w: Zintegrowany system dostępu do informacji w przestrzeni miejskiej z wykorzystaniem GPS i GIS, praca pod redakcją M.Golińskiego i M. Szafrańskiego, Wyd. Politechniki Poznańskiej, Poznań 2012
Goliński M., Methodology of research into information needs, [in] Integrated support system for access to information in urban space with use of GPS and GIS systems, edited by M. Goliński i M. Szafrański, Wydawnictwo Politechniki Poznańskiej, Poznań 2012

Breakdown of average student's workload

	Hours	ECTS
Total workload	25	1,00
Classes requiring direct contact with the teacher	15	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	10	0,50