I. GENERAL INFORMATION ABOUT THE COURSE

E-Business

Name of the organisational unit offering the programme:	The University College of Tourism and Ecology in Sucha Beskidzka Wyższa Szkoła Turystyki i Ekologii w Suchej Beskidzkiej
Name of the field of study and level of education:	Management – First degree (bachelor's)
Profile of education:	Practical
Major:	Not applicable
Type of module: (please specify as appropriate)	Basic / Core / Professionally oriented
Year / Semester:	II / 4
Prerequisites (resulting from the sequence of courses):	Knowledge, skills, and social competences acquired in the courses: Fundamentals of Management, Marketing, and Information Management Systems.

II. FORMS OF CLASSES AND NUMBER OF HOURS

	Lecture	Exercises	Seminar discussion	Laboratory	Workshop	Project	Seminar	Internship	Examination / Assessment	Total number of hours
Full-time studies			14	14		8			3	39
Part-time studies			8	8		6			3	25

III. TEACHING METHODS

Forms of classes	Teaching methods
Lecture / Laboratory / Project:	Seminar discussion with multimedia presentation and discussion. Laboratory: case studies, practical tasks, and project-based learning.

IV. LEARNING OUTCOMES FOR THE COURSE WITH REFERENCE TO THE PROGRAMME AND DISCIPLINARY LEARNING OUTCOMES

No.	Description of the learning outcome for the course	Reference to the programme learning outcome

Knowledge:		
P_W01	The student discusses the possibilities of running an e-business.	K1P_W05 K1P_W07 K1P_W09
P_W02	The student distinguishes and characterises systems and solutions within the e-economy, particularly in the area of e-business, and identifies their elements.	K1P_W05 K1P_W07 K1P_W09
P_W03	The student identifies the components of these systems and indicates factors influencing those components, i.e. the e-business processes occurring in organisations.	K1P_W05 K1P_W07 K1P_W09
Skills:		
P_U01	The student is able to design customer service processes and analyse and interpret indicators describing the functioning of these processes.	K1P_U01 K1P_U03 K1P_U05 K1P_U06
P_U02	The student analyses and evaluates the organisational standards of work within electronic business systems.	K1P_U01 K1P_U03 K1P_U05 K1P_U06 K1P_U09
P_U03	The student prepares a business plan for an e-company.	K1P_U01 K1P_U03 K1P_U05 K1P_U06 K1P_U09
P_U04	The student assesses the organisational and technical solutions used in launching and running an e-business.	K1P_U01 K1P_U03 K1P_U05 K1P_U06 K1P_U09
Social competences:		
P_K01	The student is aware of the necessity of applying current principles and ethical standards in e-business.	K1P_K07

V. COURSE CONTENT

No.	Seminar discussion	Reference to the programme learning outcome
K1	The essence and importance of the electronic economy in the global society. The e-client as a participant in the market economy. ICT infrastructure as the foundation of e-business operations.	P_W01, P_W02, P_K01
K2	The specific nature of enterprise functioning in the virtual environment. The economics of business activity in the world of the electronic economy. Development of the e-services sector.	P_W01, P_W02, P_W03

K3	Facilitations for running e-business activity – e-administration. E-commerce as an example of dynamic e-business growth. Technical aspects of establishing and running business activity online.	P_W01, P_W02, P_W03, P_K01
K4	Sources of success for e-companies: logistics and customer service. Promotional activities of e-companies: traditional (press, radio, television); using digital tools and the Internet. Legal aspects of e-business operations.	P_W01, P_W02, P_W03, P_K01

No.	Laboratory / Project:	Reference to the programme learning outcome
T1	Developing a business plan for e-business activity.	P_U1, P_U02, P_U03, P_U04, P_K01
T2	Preparing the functional infrastructure of an e-company.	P_U1, P_U02, P_U04, P_K01
T3	Implementing technical and technological solutions supporting e-business operations.	P_U02, P_U04, P_K01
T4	Running e-business activity in practice.	P_U1, P_U02, P_U03, P_U04, P_K01

VI. METHODS OF VERIFYING LEARNING OUTCOMES

Learning outcomes	Verification method	Form of classes in which the learning outcome is verified
Knowledge:		
P_W01	Knowledge test, project assignment, presentation.	K1 – K4
P_W02	Knowledge test, project assignment, presentation.	K1 – K4
P_W03	Knowledge test, project assignment, presentation.	K2 – K4
Skills:		
P_U01	Project assignment, presentation, observation of task performance.	T1-T4
P_U02	Project assignment, presentation, observation of task performance.	T1-T4
P_U03	Project assignment, presentation, observation of task performance.	T1-T4
P_U04	Project assignment, presentation, observation of task performance.	T1-T4
Social competences:		
K1, K3, K4, P_K01	Observation and evaluation of the performance of a practical task.	T1-T4

Final (summative) assessment:

The final grade consists of the assessment of the project task, observation of its performance, and presentation (1/3), as well as the final written exam in the form of a knowledge test (2/3).

VII. ASSESSMENT CRITERIA FOR ACHIEVED LEARNING OUTCOMES

Learning outcomes	**Fail (2.0)** The student does not know, does not understand, is unable to, or is not ready to:	**Satisfactory range (3.0–3.5)** The student knows, understands, is able to, and is ready to:	**Good range (4.0–4.5)** The student knows, understands, is able to, and is ready to:	**Very good (5.0)** The student knows, understands, is able to, and is ready to:
P_W01	Discuss the possibilities of running an e-business.	Partially discuss the possibilities of running an e-business.	Discuss the possibilities of running an e-business.	Discuss in detail the possibilities of running an e-business, referring to academic literature and practical examples.
P_W02	Distinguish or describe systems and solutions within the e-economy, particularly in the area of e-business, or identify their elements.	Distinguish and describe selected systems and solutions within the e-economy, particularly in the area of e-business, and identify their basic elements.	Distinguish and comprehensively describe systems and solutions within the e-economy, particularly in the area of e-business, and correctly identify their elements.	Distinguish and comprehensively and thoroughly characterise systems and solutions within the e-economy, particularly in the area of e-business, and accurately identify their elements, referring to scholarly sources and practical applications.
P_W03	Indicate the factors influencing the components of systems, i.e. the e-business processes occurring in organisations.	Indicate selected factors influencing the components of systems, i.e. the e-business processes occurring in organisations.	Indicate various factors influencing the components of systems, i.e. the e-business processes occurring in organisations.	Thoroughly indicate the factors influencing the components of systems, i.e. the e-business processes occurring in organisations, referring to scientific theories and practical examples.
P_U01	Design customer service processes, or analyse and interpret indicators describing their performance..	Design simple customer service processes and, to a basic extent, analyse and interpret indicators describing their performance.	Design both simple and complex customer service processes, and comprehensively analyse and interpret indicators describing their performance.	In detail, design both simple and complex customer service processes, and thoroughly and substantively analyse and interpret indicators describing their performance, supporting reasoning with references to literature and practical examples.
P_U02	Analyse and evaluate the organisational standards of work in electronic business systems.	Analyse and evaluate basic standards of work organisation in electronic business systems, making acceptable errors.	Analyse and evaluate the forms of work organisation within electronic business systems.	Accurately and extensively analyse and evaluate work organisation standards in electronic business systems, independently drawing original and well-founded conclusions.
P_U03	Prepare a business plan for an e-company.	Prepare a business plan for an e-company, making acceptable mistakes.	Prepare a business plan for an e-company, achieving satisfactory results.	Prepare a detailed business plan for an e-company, achieving high-quality results..
P_U04	Assess organisational and technical solutions applied to the establishment and operation of an e-business.	To a basic extent, assess organisational and technical solutions related to the establishment and management of e-business activity.	Assess organisational and technical solutions applied to the establishment and operation of an e-business, convincingly justifying the reasoning process.	Thoroughly assess organisational and technical solutions related to the establishment and management of e-business activity, independently drawing original and justified conclusions.
P_K01	Demonstrate awareness of the need to follow applicable principles and ethics in e-business.	Be aware of the necessity to apply applicable principles and ethical standards in e-business.	Be aware of the necessity to apply applicable principles and ethical standards in e-business.	Be fully aware of the necessity to apply binding principles and ethical standards in e-business.

VIII. STUDENT WORKLOAD – HOURS AND ECTS BALANCE

Type of ECTS activity	Student workload	
	Full-time studies	Full-time studies
Participation in teaching activities (lectures, exercises, conversation classes, projects, laboratories, workshops, seminars) – TOTAL number of hours – from section II	36h	22h
Examinations / Assessments	3h	3h
Participation in consultations	4h	4h
Project / Essay / Case study / Practical task	8h	8h
Independent preparation for classes	21h	32h
Preparation for course assessments	6h	6h
Total student workload (25 hours = 1 ECTS) TOTAL hours / ECTS	75 h / 3 ECTS	75 h / 3 ECTS
Student workload within classes involving direct contact with the lecturer	43 h / 1,7 ECTS	29 h / 1,2 ECTS
Student workload within classes of a practical nature	-/-	-/-
Student workload within classes related to professional training	50 h / 2 ECTS	50 h / 2 ECTS
Student workload within classes related to research preparation	-/-	-/-

IX. COURSE LITERATURE AND OTHER TEACHING MATERIALS

Basic literature:

-Frąckiewicz E., Marketing internetowy, Wyd. PWN, Warszawa 2006.

- Majewski P., Czas na e-Biznes, Wyd. Helion, Gliwice 2007.
- Pańkowska M. (red.), Wiedza i komunikacja w innowacyjnych organizacjach. Komunikacja elektroniczna, UE, Katowice 2011.
- Olszak C., Ziemba E. (red.), Strategie i modele gospodarki elektronicznej, Wyd. PWN, Warszawa 2007.
- Winiarski J. (red.), Gospodarka elektroniczna. Współczesne przedsiębiorstwo na rynku globalnym, WUG, Gdańsk 2010.

Supplementary literature:

- Dudko M., E-biznes Poradnik praktyka, Onepress, Gliwice 2013.
- Januła E., Truś T., Gospodarka elektroniczna, Wyd. Difin, Warszawa 2012.
- Jenkins S., Marketing e-mailowy, Wolters Kluwer, Warszawa 2011.

Other teaching materials:

- Websites focused on the subject of E-business:
http://efakty.pl;
http://web.gov.pl;
http://parp.gov.pl;
http://ekomercyjnie.pl;
http://www.egospodarka.pl