

SYLLABUS

STATE UNIVERSITY OF APPLIED SCIENCES IN WŁOCŁAWEK

Course: E-business models

Faculty:		NEW MEDIA AND E-BUSINESS						
Speciality/specialization:		E-business						
Unit hosting the Faculty:		NEW MEDIA DEPARTMENT						
Practical course profile								
Course language:		Polish						
Course category:		specialist						
Learning cycle:		2022-2025						
Academic year: II 2023/24					Semester: III			
Number of hours required to complete the course in full time-mode:								
TOTAL	lecture	ACTIVE FORMS						
		classes	projects	labs	workshops	conservatory	seminar/proseminar	professional training
45	25	20						
Method of carrying out all active forms of classes:			Classes are conducted: <ul style="list-style-type: none">• in the didactic room,• on-line,• during study visits.					
Specification of introductory courses with prerequisites:			Basics of economics and management. In order to assimilate the content presented, knowledge of the management process and the laws that govern this process in relation to the market economy is needed.					

Educational goal:	The aim of the course is to familiarize the student with the areas of application of the Internet in the enterprise for the creation of value from the business, as well as the design and planning of e-business operations.
Learning outcomes (course-related): K_W01 K_W07 K_W11 K_U02 K_U05 K_U07 K_U10 K_K02	Knowledge: W1. Student knows and understands to an advanced degree how to do business on the Internet and knows the terminology in this field (K_W01) W2. Student has advanced knowledge of data acquisition methods, tools and techniques necessary to conduct business on the Internet (K_W07) W3. Student has basic knowledge of various models of conducting business using the Internet (K_W11) Skills: U1. Student is able to use their theoretical knowledge from marketing, as well as other related disciplines, to describe in detail and practically analyze the causes, course and effects of social media advertising campaigns. (K_U02) U2. Student is able to investigate the needs of media audiences and assess the quality of services related to socio-professional activities (K_U05) U3. Student is able to make a presentation in front of a group, using specialized vocabulary in Polish and foreign language and accurately convey the concept of e-business model to the audience (K_U07) U4. Student is able to prepare an application for funding for a professional e-business project (K_U10)

	Social competences: K1. Student is ready to use their knowledge of new media and e-business to plan professional activities independently, and is ready to consult experts when necessary. (K_K02)		
Full course description/ syllabus content:	Lecture contents:	Reference to the learning outcomes	
	1. The internet: a technology, a network of values, a factor that changes the competitive environment.	W1, W2	
	2. Creating value for the customer.	W1	
	3. E-business revenue models.	W1, W3	
	4. Key strategic analyses.	W2, U2	
	5. Digital business infrastructure components.	W1, W2, W3	
	6. Key aspects of e-commerce.	W1, W2, W3	
	7. Key aspects in online service implementation.	W1, W3	
	8. Digital marketing in e-business.	W1, W2, W3	
	9. Case study analysis.	W2, W3	
	Class contents:		
	1. Strategic analysis in practical terms.	W2, U1, U2, K1	
	2. Analysis of the e-business model of a selected enterprise - 5 phases of business model development using Business Model Canvas.	W2, U1, U2, U4, K1	
	3. Developing the implementation of an e-business for a selected local enterprise.	W3, U1, U4, K1	
	4. Pitch Contest - presentations of projects in front of "investors".	U3, K1	
Methods of conducting classes:	<ul style="list-style-type: none">• Lectures and interactive lectures• Active forms: exercises / presentations / group work / case study analysis / discussion / presentations / study visits		
Student workload/ECTS points FULL-TIME STUDIES:	Forms of activity	Average number of hours to complete the activity	
		W	AF

1) included in the working hours: - lecture: 25 - active forms: 20 2) not included in the working hours: - direct consultations: - e-mail consultations: - e-learning consultations - synchronous consultations: - exams and forms of passing the course: 2	Number of hours with the participation of an academic teacher:	27	20													
	Number of hours without the participation of an academic teacher:	18	10													
	1. Preparation for classes, including studying the recommended literature	10	-													
	2. Processing of the results/preparation for the exam, tests, other	15	2													
	3. Preparation of a report, presentation, discussion	-	8													
	Total	45	30													
	Total number of ECTS points for the method of classes	1,5	1													
Form and method of passing, assessment criteria or requirements. The accepted value for calculating the assessment	Methods of passing the course: <ul style="list-style-type: none">• exam• passing with a grade															
	Forms of passing the course: <ul style="list-style-type: none">• Lecture - written exam: mixed form - multiple choice test and open questions• Classes - tasks with possible points as partial grades															
	Basic criteria: earning min. 50% of possible points (from exam class tasks) to pass the course, activity in class, dedication to project work, creativity.															
	Value for calculating the assessment: The lecturer has the option to introduce a different value for calculating the grade. Unless they decide otherwise, it is accepted to use the following values for calculating the grade: <table><tr><td>% of points</td><td>grade</td></tr><tr><td>0% - 49%</td><td>- F</td></tr><tr><td>50% - 59%</td><td>- C</td></tr><tr><td>60% - 69%</td><td>- C+</td></tr><tr><td>70% - 79%</td><td>- B</td></tr><tr><td>80% - 89%</td><td>- B+</td></tr><tr><td>90% - 100%</td><td>- A</td></tr></table>			% of points	grade	0% - 49%	- F	50% - 59%	- C	60% - 69%	- C+	70% - 79%	- B	80% - 89%	- B+	90% - 100%
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70% - 79%	- B															
80% - 89%	- B+															
90% - 100%	- A															

Literature list:	Compulsory literature: <ol style="list-style-type: none"> 1. A. Osterwalder, P. Yves, <i>Tworzenie modeli biznesowych. Podręcznik wizjonera</i>. Wyd. Helion, Gliwice 2010 2. M. Dutko (red.), <i>Biblia e-biznesu 3.0.</i>. Wyd. Helion, Gliwice 2021 3. D. Chaffey, <i>Digital business i e-commerce management : strategia, realizacja, praktyka</i>, wyd. PWN, Warszawa 2021
	Supplementary literature: <ol style="list-style-type: none"> 1. J. Kotarbiński, <i>Sztuka Rynkologii</i>, Wyd. Helion, Gliwice 2014 2. M. Dutko, <i>E-biznes. Poradnik praktyka. Wydanie II</i>, Wyd. Helion, Gliwice 2013. 3. W. Szpringer, <i>Innowacyjne modele e-biznesu</i>, Difin, Warszawa 2012. 4. P. Kotler., <i>Marketing</i>, Wyd. Rebis, Warszawa 2018
Names of person/persons who prepared the course description: Patryk Ciechanowski, MA	