

SYLLABUS**STATE UNIVERSITY OF APPLIED SCIENCES IN WŁOCŁAWEK****Course: Work placement (speciality: *E-business*)**

Faculty:		NEW MEDIA AND E-BUSINESS						
Speciality/specialization:		E-business						
Unit hosting the Faculty:		NEW MEDIA DEPARTMENT						
Practical course profile								
Course language:		Polish/English						
Course category:		specialist						
Learning cycle:		from 2022/23 to 2024/2025						
Academic year: 2022/23 (I year), 2023/24 (II year), 2024/2025 (III year)						Semester: II, III, IV, V, VI		
Number of hours required to complete the course in full time-mode:								
TOTAL	lecture	ACTIVE FORMS						
		classes	projects	labs	workshops	conversatory	seminar/proseminar	professional training
960	—	—	—	—	—	—	—	960
Method of carrying out all active forms of classes:		The internship should take place in marketing agencies, online stores and business entities: manufacturing, retail, service or other, where Internet tools are used to run the business.						
Specification of introductory courses with prerequisites:		Knowledge of new media and e-business, skills and social competencies acquired in the course of study.						

Educational goal:	<ol style="list-style-type: none"> 1) An introduction to the practical work for which the study of <i>New Media and e-business</i> in the speciality of <i>E-business</i> prepares; 2) developing the ability to apply the theoretical knowledge gained in the course of study in practice - integration of theoretical knowledge with practice; 3) learning about the professional environment, work organization, corresponding to modern trends in the media, especially electronic; 4) collecting materials necessary or supporting the writing of the thesis; 5) acceptance by the student of responsibility for their own education, as well as behavior in accordance with accepted ethical principles.
Learning outcomes (course-related): K_W05 K_W09 K_W10 K_W11 K_U03 K_U07 K_U08 K_U09 K_K01 K_K02 K_K04 K_K05	<p>Knowledge:</p> <ul style="list-style-type: none"> • W1 - Graduate knows and understands to a basic degree the norms, goals and rules operating in marketing agencies and cells - of companies and institutions - carrying out marketing communication activities on the Internet. (K_W05) • W2 - Graduate knows and understands to an advanced degree the ways of performing tasks, standards, procedures and good practices, used in e-business activities. (K_W09) • W3 - Graduate knows and understands to a basic degree the principles of occupational safety and health, prevailing within the framework of various spheres of activity performed within the framework of e-business. (K_W10) • W4 - Graduate knows and understands to a basic degree the various possibilities of running a business on the Internet or with the use of the Internet, and knows how to develop them through the use of new technologies. (K_W11) <p>Skills:</p> <ul style="list-style-type: none"> • U1 - Graduate, thanks to the knowledge and skills acquired during classes at the university and within the framework of professional training, is able to properly analyze the causes and course of various processes and phenomena occurring within the framework of Internet business activities. (K_U03) • U2 - Graduate is able to carry out brand communication on the Internet at a high level with the use of specialized language, as well as communicate with colleagues in a consistent and precise manner, using various modern communication channels and techniques, both in Polish and foreign language. (K_U07) • U3 - Graduate is able to evaluate the usefulness of typical methods, procedures, good practices and tools, including new information and communication technologies to perform tasks and solve problems related to the establishment and operation of a business on the Internet. (K_U08) • U4 - Graduate is able to independently plan and implement typical projects related to e-business, as well as analyze, evaluate and implement proposed solutions to problems within the framework of the activities of companies conducting their activities on the Internet. (K_U09) <p>Social competences:</p> <ul style="list-style-type: none"> • K1 - Graduate is ready to determine the level of their knowledge and skills useful in e-business activities, making a critical self-assessment of what they already know and improving what they already know. (K_K01) • K2 - Graduate is ready to implement e-business projects based on his knowledge, set priorities accordingly, and seek expert advice when necessary. (K_K02) • K3 - Graduate is ready to work in various positions related to the Internet industry, behaves in a professional manner, correctly identifies and resolves dilemmas that arise in the framework of e-business, respecting the principles of professional ethics. (K_K04)

	<ul style="list-style-type: none"> • K4 - Graduate is ready to use new media in the framework of participation in the preparation of social projects, taking into account legal, economic, political and cultural conditions. (K_K05) 	
Full course description/ syllabus content:		Reference to the learning outcomes
280 hours	General part (common to all specialities)	
Semester II	<ul style="list-style-type: none"> • Student became familiar with the conditions of the entity - business profile, legal form, industry, sector • Student became familiar with the objectives, rules and typical activities performed in the entity • Student became familiar with the organizational structure of the entity and the scopes of activities at various positions • Student became familiar with the organizational culture of the entity 	W1
Semester II	<ul style="list-style-type: none"> • Student became familiar with the health and safety regulations of the entity • Student became familiar with the workstation and the risks at it • Student became familiar with internal and external regulations 	W3
Semester II	<ul style="list-style-type: none"> • Student became familiar with competitive entities • Student became familiar with the list and business profile of the entity's partners • Student became familiar with the needs of the target group of the institution/enterprise 	W4
Semester II	<ul style="list-style-type: none"> • Student operated IT equipment owned by the company • Student used specialized office software or solutions available in the form of online tools used in the company/institution (min. spreadsheets, word processors) • Student used specialized software and systems used within the business (e.g., graphics software, CMS systems) 	U3
	<ul style="list-style-type: none"> • Student identified their strengths and weaknesses • Student carried out various tasks related to new media and e-business, and then reported and discussed them with the company's internship supervisor • Student compared implemented projects to model projects 	K1
680 hours	Specific part related to the speciality	

	Recommended institutions: <ul style="list-style-type: none"> • Professional training should take place in marketing agencies, online stores and business entities: manufacturing, retail, service or other, where Internet tools are used to run the business. 	
From semester III	<ul style="list-style-type: none"> • Student became familiar with the conditions of the entity - business profile, legal form, industry, sector • Student became familiar with the objectives, rules and typical activities performed in the entity • Student became familiar with the organizational structure of the entity and the scopes of activities at various positions • Student became familiar with the organizational culture of the entity 	W1
From semester V	<ul style="list-style-type: none"> • Student prepared a presentation with an offer for a customer • Student prepared instructions for performing any task related to running an online store • Student prepared an audit of a website or online store with reference to its strengths and weaknesses 	W2
From semester III	<ul style="list-style-type: none"> • Student became familiar with the health and safety regulations of the entity • Student became familiar with the workstation and the risks at it • Student became familiar with internal and external regulations 	W3
From semester III	<ul style="list-style-type: none"> • Student became familiar with competitive entities • Student became familiar with the list and business profile of the entity's partners • Student became familiar with the needs of the target group of the institution/enterprise 	W4
From semester III	<ul style="list-style-type: none"> • Student conducted a competition analysis • Student conducted target group analysis • Student conducted strategic analysis (e.g. SWOT, BCG Matrix, Strategic group map) • Student performed a comparative analysis of the Internet marketing activities of the company/institution where they practice with competitors • Student found and corrected errors visible on the website of the online store • Student operated analytical tools, e.g. Google Analytics, Google Trends, Google Search Console, Senuto, Brand24 and others, and made analyses based on them • Student analyzed the results of social media campaigns • Student calculated the effectiveness of internet marketing ac- 	U1

	tivities (including CPC, CTR, ROS, ROI)	
From semester V	<ul style="list-style-type: none"> • Student prepared the concept of brand communication in social media • Student created descriptions for social media publications • Student created content for websites/webshops • Student developed advertising slogans • Student designed and added a social media post • Student expanded brand reach by using foreign language hashtags corresponding to the published content • Student used foreign-language online tools to support the conduct of marketing communications • Student conducted website positioning (SEO) activities 	U2
From semester III	<ul style="list-style-type: none"> • Student operated IT equipment owned by the company • Student used specialized office software or solutions available in the form of online tools used in the company/institution (min. spreadsheets, word processors) • Student used specialized software and systems used within the business (e.g., graphics software, CMS systems) 	U3
From semester IV	<ul style="list-style-type: none"> • Student independently maintained a social media page/profile • Student configured an advertising campaign in Google Ads or Facebook Ads • Student optimized the website in terms of search engines • Student independently added products to the online store and carried out their optimization • Student integrated the website/web store with an external tool (e.g., connecting Google Analytics, installing a Wordpress plug-in) 	U4
From semester III	<ul style="list-style-type: none"> • Student identified their strengths and weaknesses • Student carried out various tasks related to new media and e-business, and then reported and discussed them with the company's internship supervisor • Student compared implemented projects to model projects 	K1
From semester III	<ul style="list-style-type: none"> • Student asked for help and clarification on tasks that they could not handle on their own • Student cooperated with experienced workers in completing tasks • Student searched for information on the Internet, helpful in solving the problem they encountered 	K2
From semester IV	<ul style="list-style-type: none"> • Student addressed co-workers with respect • Student perceived the boundaries of professional ethics appropriately • Student participated in internal trainings 	

	<ul style="list-style-type: none"> Student participated in meetings with employees holding various positions 	K3
From semester V	<ul style="list-style-type: none"> Student prepared the concept of the competition on social media Student promoted a charity event on the Internet Student developed a concept for linking e-business activities with a selected social institution 	K4
Methods of conducting classes:	<ul style="list-style-type: none"> Internship - observation and implementation of practical tasks, ordered by the company's internship supervisor 	
Student workload/ECTS points FULL-TIME STUDIES: 1) included in the working hours: - lecture: - active forms: 960 2) not included in the working hours: - direct consultations: - e-mail consultations: - e-learning consultations - synchronous consultations: - exams and forms of passing the course	Forms of activity	Average number of hours to complete the activity
		W
		AF
	Number of hours with the participation of an academic teacher:	960
	Number of hours without the participation of an academic teacher:	40
	1. Preparation for classes, including studying the recommended literature	40
	2. Processing of the results/preparation for the exam, tests, other	
	3. Preparation of a report, presentation, discussion	
	Total	1000
	Total number of ECTS points for the method of classes	40
Form and method of passing, assessment criteria or requirements The accepted value for calculating the assessment	Methods of passing the course: Passing without a grade	
	Forms of passing the course: <ul style="list-style-type: none"> Holding professional training (outside of the university) - attendance at the internship, activity during the activities performed at the plant where the professional training takes place, preparation by the student of an internship journal; Verification of the student's achieved learning outcomes through the university's internship supervisor on the basis of the forms (to be chosen) specified in Appendix 10 of the Internship Regulations. 	
	Forms of passing the course: <ul style="list-style-type: none"> Student-apprentice keeps an internship journal, in which he describes all the activities carried out during the professional training. The company's internship supervisor evaluates the work of the student-apprentice by issuing an opinion on the course of the professional training in written form. 	

	<ul style="list-style-type: none"> • The academic teacher (internship supervisor for the course), on the basis of the evaluation of the company internship supervisor (internship journal and opinion on the course of student professional training), own evaluation made by the student in the internship journal and the conducted monitoring of the professional training, makes a credit for the internship in the periodic achievement card.
	Value for calculating the assessment: <p style="text-align: center;">-</p>
Literature list:	Compulsory literature:
	Supplementary literature:
Names of person/persons who prepared the course description: MA. Patryk Ciechanowski	