

## ITEM CARD

Attachment No. 1 into Regulation No 3/07/2020  
of 13 July 2020 on the model card  
subject at the Higher School of Management  
in Warsaw

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)										
<b>ITEM NAME:</b> <b>Management in the e-business environment</b>										
<b>Name of the organizational unit leading the course:</b>				Faculty of Management and Technical Sciences						
<b>Name of the field of study, level of education:</b>				Management II cycle						
<b>Learning profile:</b>				general academic						
<b>Name of the specialty:</b>				eMarketing & Social Media						
<b>Type of learning module:</b>				specialty						
<b>Year/Semester:</b>				Year 1 semester 2						
<b>Person coordinating the subject:</b>				R. Dawidziuk, M.A. Dr. J. Boguski						
<b>Prerequisites (resulting from the succession of items):</b>				Entry requirements in the field of knowledge, skills and competences include learning outcomes achieved as a result of teaching the subject of marketing, information technologies and fundamentals of management.						
II. FORMS OF CLASSES AND NUMBER OF HOURS										
	Lecture	Exercise	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Passing	Total hours
Full-time studies	30	30								60
Part-time studies	12	12								24
III. METHODS OF TEACHING ACTIVITIES										
<b>Forms of classes</b>				<b>Didactic methods</b>						
<b>Lecture</b>				Working with literature Lectures assuming hypothetical-deductive thinking of listeners						
<b>Practiceda</b>				Activating methods, case studies, problem tasks						
IV. OBJECTIVE LEARNING OUTCOMES IN RELATION TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
<b>Lp.</b>	<b>Description of the learning outcomes in question</b>								<b>Directional effect reference</b>	
<b>Knowledge:</b>										
1.	knows and understands the functioning of various business models in competitive conditions								ZO2_W02 P7S_WK	
3.	knows and understands in depth the concepts of management in e-business and tools of cooperation and competition between enterprises								ZO2_W07 P7S_WG	

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<b>Abilities:</b>		
1.	Is able to diagnose changes in the functioning of the organization and their impact on the competitive environment, including e-business	ZO2_U01 P7S_UW
<b>Social competences:</b>		
1.	He is ready to make responsible decisions in the area of e-business	ZO2_K01  P7S_KK
2.	He is ready to be a leader, manager, leader in e-business	ZO2_K08 P7S_KO
2.	It is ready to adapt and act in new conditions and situations, e.g. related to cultural diversity, innovation and in thee-business environment	ZO2_K06 P7S_KO
V. CURRICULAR CONTENT (LEARNING)		
Lp.	Lecture:	Reference to the learning outcomes in question
1	Characteristics of e-business (electronic economy, Metcalfea law, mechanisms of network economy). Forms of doing business on the Internet	ZO2_W02 ZO2_W07 ZO2_U01 ZO2_K01 ZO2_K08 ZO2_K06
2	A company in the digital economy (changes in the functioning of the enterprise, adaptation to new conditions, new hybrid structures). E-business entities	
3	The impact of the environment on the directions of changes in the functioning of the organization (macro conditions in the functioning of the company, competitive environment, the impact of e-business on the community). And thecompetition in e-business	
4	The impact of technology, technology and innovation on the functioning of modern organizations (dynamics of adoption of new technologies, the use of e-business platforms in the efficient operation of the company, prospects for technological development)	
5	Business plan for projects on the Internet (project portfolio management in a virtual environment).	
6	The process of creating a strategy for digital business	
7	Financing e-business. Business environment institutions	
8	Managing a team of employees in the e-business environment	
9	Ensuring datasecurity	
10	Legal regulations for enterprises in the e-business sector	
Lp.	Exercises/workshops:	Reference to the learning outcomes in question
1	Pdevelopmentof business activities on the Internet. Risks	ZO2_W02 ZO2_W07 ZO2_U01 ZO2_K01 ZO2_K08 ZO2_K06
2	Market analysis in e-business	
3	Business plan for projects on the Internet	
4	Communication in the e-business environment	

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5	Sales strategies in e-business	
6	Features of the modern e-customer	
7	Shaping customer relationships. Measures of the effectiveness of shaping relationships with customers	
8	Team building in an online environment	
9	Control your online business	
10	Market leaders in e-business - case studies	

### VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES

Learning outcomes	Verification method	Form of classes in which EUS is verified (Learning outcome)
<b>Knowledge:</b>		
ZO2_W02 ZO2_W07	Written credit	Lecture / Exercises
ZO2_U01	Written credit	Lecture / Exercises
ZO2_K01 ZO2_K08 ZO2_K06	Written credit	Lecture / Exercises

### VII. CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES

Learning outcomes	Unsatisfactory assessment The student does not know and does not understand/cannot/is not ready:	Grade range 3.0-3.5 The student knows and understands / can / is ready:	Grade range 4.0-4.5 The student knows and understands / can / is ready:	Very good rating The student knows and understands / can / is ready:
For all learning outcomes	The student obtains less than 50% max. the number of points for a given effect	The student obtains from 50 to 69% max. the number of points for a given effect	The student gets from 70 to 89% max. the number of points for a given effect	The student obtains more than 89% max. the number of points for a given effect

### VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS

Type of activity ECTS	Student load	
	Studies Stationary	Part-time studies
Participation in didactic activities (lectures, exercises, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II	60	24
Exam/Passing	1	1
Participation in the consultation	1	1
Project / Essay		
Independent preparation for didactic classes	18	39
Preparing to pass a teaching class	29	35
<b>Total student workload (25h = 1 ECTS) TOTAL hours/ECTS</b>	<b>4ECTS/ 100 h</b>	<b>4ECTS/ 100 h</b>
Student load in classes in direct contact with the teacher	60	24

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Student load in practical classes	20	36
Student load in practical vocational preparation classes	20	40
Student load in research preparation classes		
<b>IX. LITERATURE AND OTHER DIDACTIC MATERIALS</b>		
<ol style="list-style-type: none"><li>1. Anna Misztal, Functioning of e-business, University of Lodz Press 2018</li><li>2. The Bible of E-Business 3.0, edited by M. Dutko, Onepress, Gliwice 2021</li><li>3. Chaffey D., Digital Business and E-Commerce Management, Strategy, Implementation, Practice, Wyd. PWN, Warsaw 2020</li></ol>		
<b>Supplementary literature:</b> <ol style="list-style-type: none"><li>1. Borucki A., E-business, Poznan University of Technology Publishing House, Poznań 2012</li><li>2. Żurak-Owczarek C., E-business in the global and local dimension: analysis and evaluation attempt, University of Lodz Press, Łódź 2013</li><li>3. R. Szpringer, Running a business on the Internet, Difin, Warsaw 2005</li><li>4. R. Szulc, A. Kobyłański, E-biznes, wyd. University of Warmia and Mazury in Olsztyn, Olsztyn 2014</li></ol>		
<b>Other teaching materials:</b> —		