



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-412b
	part-time studies	-
Course title in English	Digital economy	
Course title in Polish	Gospodarka elektroniczna	
Valid from academic year	2025/2026	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	BUSINESS MANAGMENT
Level of education	1st degree
Studies profile	academic
Form and mode of study	full-time programme
Scope	e-commerce
Academic unit responsible for the course	Department of Management and Organization
Course coordinator	dr Marcin Szplit
Approved by	dr hab. inż. Dariusz Bojczuk, prof. uczelni

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block	Specialist subject	
Course status	Obligatory	
Language of instruction	English	
Semester of delivery	full-time studies	Semester IV
	part-time-studies	-
Prerequisites	Marketing	
Exam (YES/NO)	NO	
ECTS	1	

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	15				
	part-time					



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student defines the principles of the company's online presence.	ZB1_W03 ZB1_W07
	W02	The student explains the ways of running an Internet company.	ZB1_W07
	W03	The student knows the measures of effectiveness of marketing programmes on the Internet.	ZB1_W07
Skills	U01	The student formulates a promotional campaign on the Internet.	ZB1_U06
	U02	Student is able to calculate the effectiveness of a company on the Internet.	ZB1_U06
Social competences	K01	The student understands the need for lifelong learning in order to improve his/her professional qualifications.	ZB1_K02

COURSE CONTENT

Method of conducting classes	Course content
lecture	E-business basics. Indicator of brand need for a website. Evaluation of online performance. Rate of return on investment in a website. Cost of operating on the Internet. Personalisation indicators. Use of search engines. Affiliate programmes.

METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01				X		
W02				X		
W03				X		
U01				X		
U02				X		
K01				X		

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Implementation of a customised business project e-commerce at a level of at least 50% of the requirements presented.



STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		15					
2.	Other (consultations, exams)	2					h
3.	Total number of contact hours	17					h
4.	Number of ECTS credits for contact hours	0,7					ECTS
5.	Number of hours of independent student work	8					h
6.	Number of ECTS points that a student obtains through independent work	0,3					ECTS
7.	Workload related to practical classes	0					h
8.	Number of ECTS credit points which a student receives for practical classes	0,0					ECTS
9.	Total number of hours of a student's work	25					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	1					ECTS

W - LECTURE C - CLASSES L - LABORATORY P- PROJECT S - SEMINAR

READING LIST

1. Jordan, T. (2020). *The digital economy*. University of Sussex.
2. Goldfarb, A., Greenstein, S. M., & Tucker, C. (Eds.). (2015). *Economic analysis of the digital economy*. University of Chicago Press.
3. Peitz, M., & Waldfogel, J. (Eds.). (2012). *The Oxford handbook of the digital economy*. Oxford University Press.