Kielce University of Technology

FACULTY OF MANAGEMENT AND COMPUTER MODELLING

COURSE SPECIFICATION

Course code	full-time studies	**Z-ZB-E-508b**
	part-time studies	**-**
Course title in English	**E-commerce**	
Course title in Polish	**E-commerce**	
Valid from academic year	**2025/2026**	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	**BUSINESS MANAGAMENT**
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 Anna Sołtys**
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 V**
	part-time-studies	**-**
Prerequisites	**Organization and management, Marketing, Internet technologies, Virtualization of Customer Relationship**	
Exam (YES/NO)	**YES**	
ECTS	**5**	

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	**30**	**15**	**15**		
	part-time					

LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has knowledge of the processes and mechanisms of the modern economy and forms of commerce, taking into account business models and trends in the field of digitisation of business operations.	ZB1_W03
	W02	The student is familiar with the applicable legal norms for setting up and developing e-commerce, running advertising campaigns on the Internet and building customer relations in virtual business processes.	ZB1_W08
	W03	The student is familiar with the methods and tools for developing an e-commerce business with logistical and marketing support and the conditions for its effectiveness.	ZB1_W10
Skills	U01	The student is able to design and operate e-commerce and website management in terms of: virtual sales and customer service.	ZB1_U06
	U02	The student is able to conduct sales activities in a virtual environment.	ZB1_U06 ZB1_U07
	U03	Students is able to identify and use the role of e-commerce, e-logistics and e-advertising in business.	ZB1_U06
Social competences	K01	Students will be able to interact and work in a group, communicate effectively and act ethically within designated organisational and social roles.	ZB1_K03
	K02	The student is able to think and act in an entrepreneurial manner using knowledge of management, marketing and e-commerce for the benefit of the interests of the enterprise and the public.	ZB1_K03 ZB1_K04
	K03	The student is able to make decisions and take responsibility for them, to create and apply rules enabling effective cooperation with partners, customers and colleagues in a team.	ZB1_K08

COURSE CONTENT

Method of conducting classes	Course content
lecture	E-commerce models, concepts, development, forms, logistical support, specifics of online sales, customer behaviour, protection of sales processes and data, two-routing, website positioning and Internet advertising - AGB, DSGVO, contact page, branding and protection on the Internet, process optimisation, contact and customer service channels, outsourcing of sales functions, cooperation with sales portals, creation of information and advertising content, experience marketing, pricing strategies, product and customer life cycle, payment methods and security, success factors for online sales.
classes	Preparation of website structure and content, graphic design of the website, functionality planning, website integration.
laboratory	Development of a website with communication and sales functions for a potential business.

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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		X
U02				X		X
U03						X
K01						X
K02						X
K03						X

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Examination	Obtaining at least 50% of the possible points from the written examination.
classes	Credit with grade	Obtaining at least 50% of the possible points from the in-class exercises.
laboratory	Credit with grade	Preparation of an interactive website design for a potential business.

STUDENT WORKLOAD

No.	Activity type	Student workload					Unit
		full-time					
		W	C	L	P	S	
1.	Scheduled contact hours	30	15	15			h
2.	Other (consultations, exams)	4	2	2			h
3.	**Total number of contact hours**	**68**					h
4.	**Number of ECTS credits for contact hours**	**2,7**					ECTS
5.	**Number of hours of independent student work**	**57**					h
6.	**Number of ECTS points that a student obtains through independent work**	**2,3**					ECTS
7.	**Workload related to practical classes**	**63**					h
8.	**Number of ECTS credit points which a student receives for practical classes**	**2,5**					ECTS
9.	**Total number of hours of a student's work**	**125**					
10.	**ECTS credits for the course** *1 1 ECTS credit =25 student learning hours*	**5**					ECTS

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

READING LIST

1. Mohapatra, Sanjay, and Sanjay Mohapatra. *E-commerce Strategy*. Springer US, 2013.
2. Rayport, Jeffrey F., and Bernard J. Jaworski. *Introduction to e-commerce*. McGraw-Hill, Inc., 2003.
3. Plant, Robert T. *eCommerce: formulation of strategy*. Prentice Hall Professional, 2000.