



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-509b
	part-time studies	-
Course title in English	M-commerce	
Course title in Polish	M-commerce	
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 Mariusz Woźniakowski
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		Digital economy
Exam (YES/NO)		NO
ECTS		2

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	10	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 mechanisms of the market economy in the dimension of commerce, taking into account their historical evolution (from single-channel to omnichannel) and contemporary trends in digital mobile solutions.	ZB1_W03
	W02	Students will be familiar with mobile marketing methods and tools to achieve business objectives in local, regional, national and international markets, including m-commerce systems.	ZB1_W10
	W03	The student has knowledge of methods, techniques and tools for managing mobile applications at an operational and strategic level, using ICT.	ZB1_W10
Skills	U01	The student knows how to design, operate and develop an m-commerce system especially in terms of: virtual sales and customer service, marketing activities using social media (for the implementation of s-commerce activities).	ZB1_U06
	U02	Students will be able to use mobile marketing methods and tools to achieve business goals in local, regional, national and international markets.	ZB1_U06
Social competences	K01	The student critically evaluates his/her knowledge and perceived content. He/she understands the need for lifelong learning in order to improve his/her professional qualifications in connection with economic, technological and scientific progress as well as changing market conditions on the national and international scale.	ZB1_K02
	K02	The student is able to cooperate in the preparation of projects in the field of mobile marketing, taking into account economic, social and legal issues, using various sources of information and statistical data.	ZB1_K03

COURSE CONTENT

Method of conducting classes	Course content
lecture	M-commerce and related concepts (e.g. e-commerce, s-commerce, UX, mobile marketing). Consistent customer experience across sales channels/implementation of an omni-channel strategy. Application design (use of colours, typography, graphics, interfaces). Overview of e-commerce applications (cStore, IAI-Shop, Prestashop, Shoper, Shoplo, SO-TE). User acquisition for mobile applications. Cross-selling, up-selling, down-selling. Payments in m-commerce.
classes	The purchasing process - mobile app vs. mobile website. Designing a mobile-friendly shop. Mobile app design - practical aspects. Sales funnels and mobile analytics. Advertising networks for mobile applications.



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
K02						X

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Passing at least 50% of the semester colloquium.
classes	Credit with grade	Preparation of a project (comparative analysis of selected m-commerce applications), activity during classes.

STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		10	15				
2.	Other (consultations, exams)	2	2				h
3.	Total number of contact hours	29					h
4.	Number of ECTS credits for contact hours	1,2					ECTS
5.	Number of hours of independent student work	21					h
6.	Number of ECTS points that a student obtains through independent work	0,8					ECTS
7.	Workload related to practical classes	30					h
8.	Number of ECTS credit points which a student receives for practical classes	1,2					ECTS
9.	Total number of hours of a student's work	50					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	2					ECTS

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



READING LIST

1. Sadeh, N. (2003). *M-commerce: technologies, services, and business models*. John Wiley & Sons.
2. Deans, P. C. (Ed.). (2005). *E-commerce and M-commerce Technologies*. IGI Global.
3. Duhan, P., & Singh, A. (Eds.). (2019). *M-commerce: Experiencing the phygital retail*. CRC Press.