



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-610b
	part-time studies	-
Course title in English	Business analytics in e-commerce	
Course title in Polish	Analitka biznesowa w e-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	mgr Maciej Macias
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 VI
	part-time-studies	-
Prerequisites	Knowledge of the electronic economy and e-commerce	
Exam (YES/NO)	YES	
ECTS	4	

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



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student is familiar with the concept of digital transformation of an organisation related to sales and customer service.	ZB1_W03 ZB1_W07
	W02	Students will be familiar with patterns for documenting project requirements such as business process, data flow, logical architecture, user story, use case, mock-up, prototype.	ZB1_W07
	W03	The student understands the key difference in the approach to requirements identification and design in traditional cascade methodology and agile methodology.	ZB1_W07
Skills	U01	The student is able to create a product backlog using elements such as epic, user story, acceptance criteria.	ZB1_U05 ZB1_U06
	U02	The student is able to design a business process related to the operational functioning of an e-commerce business model.	ZB1_U05 ZB1_U06
	U03	The student is able to create a concept or visual prototype of a selected use case or user story for an e-commerce system.	ZB1_U05 ZB1_U06
Social competences	K01	The student is able to critically and constructively approach the task of defining the requirements for an e-commerce system taking into account the perspective of the organisation and the perspective of the customer and the user.	ZB1_K01 ZB1_K05

COURSE CONTENT

Method of conducting classes	Course content
lecture	Digital transformation, digitisation of sales and customer service. Traditional methods of documenting requirements and system design. Product backlog and its components. Business processes and how to document them. Methods of prototyping solutions in IT.
laboratory	Creation of a product backlog for a selected area of e-commerce system operation as an example of defining requirements for the system. Modelling of business processes using digital tools. Designing the logical architecture of the system in terms of key modules, data and their flow. User interface prototyping using digital tools.



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
U03				X		
K01						X

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Examination	Obtaining at least 50% of the marks in the written examination.
laboratory	Credit with grade	Obtaining at least 50% of the marks in the laboratory exercises and project.

STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		15		30			
2.	Other (consultations, exams)	4		2			h
3.	Total number of contact hours	32					h
4.	Number of ECTS credits for contact hours	1,3					ECTS
5.	Number of hours of independent student work	18					h
6.	Number of ECTS points that a student obtains through independent work	0,7					ECTS
7.	Workload related to practical classes	50					h
8.	Number of ECTS credit points which a student receives for practical classes	2,0					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. Chaudhury, Abhijit, and Jean-Pierre Kulboer. *E-business and E-commerce Infrastructure: Technologies Supporting the E-business Initiative*. McGraw-Hill Higher Education, 2001.
2. Chaffey, Dave, Tanya Hemphill, and David Edmundson-Bird. *Digital business and e-commerce management*. Pearson Uk, 2019.
3. Simon, Alan R., and Steven L. Shaffer. *Data warehousing and business intelligence for e-commerce*. Elsevier, 2001.