

COURSE GUIDE

<u>Course title</u>	Entrepreneurship on the Internet
<u>Specialization</u>	Management
<u>Form of study</u>	Full-time studies
<u>Qualification level</u>	Second-degree studies
<u>Year</u>	2
<u>Semester</u>	IV
<u>Unit running the program</u>	Department of Business Informatics and Ecosystems
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<u>Profile</u>	General academic
<u>Number of ECTS credits</u>	5

COURSE TYPE – NUMBER OF SEMESTER HOURS

LECTURE	CLASSES	LABORATORY	PROJECT	SEMINAR
15	15	-	-	-

COURSE DESCRIPTION

COURSE OBJECTIVE

- O1. The presentation of the concepts, classification and functioning of enterprises in the Internet.
 O2. The presentation of possibilities and ways to use the Internet in entrepreneurship.

INITIAL REQUIREMENT FOR THE KNOWLEDGE, ABILITIES AND OTHER COMPETENCES

Using computer and the Internet.

THE EFFECTS OF LEARNING

- EU 1 – The Student understands the concept and models of e-business and e-commerce.
 EU 2 – The Student knows the terminology of the Internet commercial services and portals.
 EU 3 – The Student understands the practical aspects of using websites for commercial purposes.
 EU 4 – The student is aware of the costs associated with running a business online.

COURSE CONTENT

Form of teaching – LECTURE 15 hours	Number of hours
L1 Introduction to the course and the concept of e-learning	2
L2 Introduction to the entrepreneurship on the Internet, electronic commerce and information society	1
L3 Goods and services on online market, e-goods and e-services	1
L4 Demand forecasting in e-commerce (part 1)	2
L5 Demand forecasting in e-commerce (part 2) Web Traffic Analysis	2
L6 Online payment solutions	1
L7 Selecting an e-commerce platform	2
L8 Advertising on the Internet	1
L9 Mobile and responsive web design, best practices	2
L10 The role of e-government in entrepreneurship	1
Form of teaching – CLASSES 15 hours	Number of hours
C1 Introduction to the course, creating accounts on e-learning platform	2
C2 Motivation of entrepreneurs in different countries. Discussion on e-business models – examples	1
C3 Goods and services on online market, comparison of tangible and intangible goods and services	1

C4 Demand forecasting in e-commerce (part 1)	2
C5 Demand forecasting in e-commerce (part 2) Web Traffic Analysis Tools	2
C6 Payment solutions for online retailers, costs and technical issues	1
C7 Selecting an e-commerce platform, overview of different solutions, costs and technical issues	2
C8 Advertising on the Internet, designing an advertising campaign for e-product	1
C9 Mobile and responsive web design, best practices, comparison of selected websites	2
C10 The role of e-government in entrepreneurship, e-services for citizens and entrepreneurs in different countries	1

TEACHING TOOLS

Computer with Internet connection

Multimedia projector

E-learning platform

WAYS OF ASSESSMENT (F – FORMING, P – SUMMARY)

F1. Active participation in classes, completing the exercises on e-learning platform

F2. Solving quizzes from lectures on e-learning platform

P1. Positive completion of all modules of the e-learning course

STUDENT WORKLOAD

Form of activity	Average hours per activity	
	h	ECTS
Teacher contact hours – exercises on e-learning platform	30	1,2
Preparing for exercises	35	1,4
Written assignments	45	1,8
Presence on consultations	15	0,6
Sum of hours / ECTS points for the subject	125	5

BASIC AND SUPPLEMENTARY LITERATURE

Basic literature

Open Access online journals from the domain of entrepreneurship, for example Polish Journal of Management Studies.

Topics in Entrepreneurship / Ed. Benjamin D. Cardenas.2013.

E-commerce handbook 2018 <https://www.sellerdynamics.com/ecommerce-handbook>.

Supplementary literature

Entrepreneurship: Selected Issues / Aleksandra Staniszewska, Joanna Szlęzak–Matuszewicz., Szkoła Główna Handlowa 2015.

The Ultimate Epic Guide to Create a Successful Online Business / Catalin Zorzini, 2013.

<https://ecommerce-platforms.com/wp-content/uploads/2015/04/The-Ultimate-Guide-To-Create-a-Successful-Online-Business.pdf>.

TEACHERS (NAME, SURNAME, ADRES E-MAIL)

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MATRIX OF REALIZATION OF LEARNING EFFECTS

The learning effect	Reference to the effects of the defined effects for the entire program (PEK)	Course aims	Course content	Teaching tools	Evaluation method
EU 1	K_W02, K_W03, K_W04 K_U01	C1, C2	L1, L2, L8, L10 C1, C2, C8, C10	1,2, 3	F1, F2, P1
EU 2	K_W03, K_W08, K_U01 K_K01	C1, C2	L6, L7, L8, L9, C6, C7, C8, C9	1,3	F1, F2, P1
EU 3	K_W05, K_W08, K_W12 K_U02 K_K01	C1, C2	L4, L5, L9, L10, C4, C5, C9, C10	1,3	F1, F2, P1
EU 4	K_W11, K_W12 K_U09 K_K01	C1, C2	L3, L4, L5, L6, L7, L3, C4, C5, C6, C7	1,3	F1, F2, P1

EVALUATION FORM – DETAILS

	For a grade of 2	For a grade of 3	For a grade of 4	For a grade of 5
Effect 1	The Student does not know the concept and models of e-business and e-commerce	The student can enumerate the kinds of e-business and e-commerce models	The student knows and understands the concept and models of e-business and e-commerce	The student knows and understands the concept and models of e-business and e-commerce and describes the examples.
Effect 2	The student does not know the terminology of the Internet commercial services and portals	The student hardly knows the terminology of the Internet commercial services and portals	The student knows well the terminology of the Internet commercial services and portals	The student knows very well the terminology of the Internet commercial services and portals.
Effect 3	The student does not understand the practical aspect of using websites for commercial purposes	The student hardly understands the practical aspects of using websites for commercial purposes	The student well understands and explains the practical aspects of using websites for commercial purposes	The student very well understands and explains the practical aspects of using websites for commercial purposes and can point some examples.
Effect 4	The Student does not know the costs associated with running a business online. The student does not distinguish fixed and variable costs.	The Student can name costs associated with running a business online, but does not distinguish fixed and variable costs	The Student knows well the costs associated with running a business online and can explain the difference between fixed and variable costs	The Student knows very well the costs associated with running a business online, he/she can explain the difference between fixed and variable costs and gives correct examples.

OTHER USEFUL INFORMATION ABOUT THE SUBJECT

All the curriculum of lectures and exercises is available on e-learning platform <http://e-learning.pcz.pl>
Classes are realized in computer laboratories or via e-learning platform.

Dates and time of classes are published on the website of the Management Faculty.

Weekdays and time of consultations are published on the website of the Management Faculty.