

PRZEWODNIK PO PRZEDMIOCIE

<u>Subject title</u>	Entrepreneurship in the Internet
<u>Major</u>	Management
<u>Form of studies</u>	Stationary
<u>Level of qualification</u>	II level
<u>Year</u>	II
<u>Semester</u>	IV
<u>Department</u>	Katedra Informatyki Ekonomicznej
<u>Author</u>	Ilona Paweloszek
<u>Profile</u>	
<u>Type of subject</u>	
<u>ECTS credits</u>	3

KIND OF CLASSES – HOURS IN THE SEMESTER

LECTURE	EXERCISES	LABORATORY	PROJECT	SEMINAR
15	15			

DESCRIPTION

1. COURSE OBJECTIVES

C1. The presentation of the concepts, classification and functioning of enterprises in the Internet.

C2. The presentation of possibilities and ways to use the Internet in entrepreneurship.

2. PREREQUISITIES, KNOWLEDGE, SKILLS AND OTHER COMPETENCIES

1. Using computer and the Internet

3. STUDENT LEARNING OUTCOMES

EK 1- The Student understands the concept and models of e-business and e-commerce

EK 2- The Student knows the terminology of the Internet commercial services and portals

EK 3- The Student understands the practical aspects of using websites for commercial purposes

EK 4- The Student knows the sources of e-business and e-commerce financing

4. PROGRAM CONTENT

LECTURES	Numer of hours
W1 - Introduction and basic concepts	1
W2 - The Frameworks of e-business and e-commerce portals	2
W3 - The software packages for creating the Internet portals	2
W4 - Hosting services and Virtual Servers as hardware platforms for Internet enterprises	2
W5 - Sources of financing e-business and e-commerce websites	2
W6 - Analytics Portal Tools as the resource of information for entrepreneurship	2
W7 - The formal aspects of the entrepreneurship in the Internet	2
W8 - Chosen case studies and best practices in creating and conducting e-business and e-commerce.	2

EXERCISES	Numer of hours
C1 - Introduction and basic concepts	1
C2 - The Frameworks of e-business and e-commerce portals	2
C3 - The software packages for creating the Internet portals	2
C4 - Hosting services and Virtual Servers as hardware platforms for Internet enterprises	2
C5 - Sources of financing e-business and e-commerce websites	2
C6 - Analytics Portal Tools as the resource of information for entrepreneurship	2
C7 - The analysis of the Chosen case studies and best practices in creating and conducting e-business and e-commerce.	2
C8 - Grading the written assignments	2

5. COURSE REQUIREMENTS

1. Computer with Internet connection
2. Multimedia projector

6. GRADING (F – FORMUJĄCA, P – PODSUMOWUJĄCA)

F1. Active participation in classes, completing the exercises during the classes

P1. Written project titled: „The Project of Commercial Internet Portal”

7. ESTIMATION OF STUDENTS WORKLOAD

Form of activity	Average hours per activity	
	h	ECTS
Teacher contact hours – exercises	15	0,6
Teacher contact hours – lectures	15	0,6
Preparing for exercises	10	0,8
Preparing the Project	15	0,8
Written assignments	10	0,6

Present on consultation	10	0,6
Sum of hours / ECTS points for the subject	75	3

8. FUNDAMENTAL AND COMPLEMENTARY LITERATURE

Fundamental literature:

1. Funkcjonalność stron www: 50 witryn bez sekretów / Jakob Nielsen, Marie Tahir ; HELION, 2006.
2. HTML, XHTML i CSS nowoczesne tworzenie stron WWW / David Schultz, Craig Cook ; HELION, 2008.
3. Pozycjonowanie i optymalizacja stron WWW: ćwiczenia praktyczne / Bartosz Danowski, Michał Makaruk. HELION, 2009.

Complementary literature:

1. Pozycjonowanie i optymalizacja stron WWW: jak się to robi / Bartosz Danowski, Michał Makaruk. HELION, 2009.
2. Serwisy WWW: projektowanie, tworzenie i zarządzanie / June Cohen ; HELION, 2004.
3. PHP i MySQL: tworzenie stron www : vademecum profesjonalisty / Luke Welling, Laura Thomson ; HELION, 2003.

9. TEACHERS (NAME, SURNAME, E-MAIL)

1. Dr inż. Ilona Paweloszek ipaweloszek@zim.pcz.pl

10. MACIERZ REALIZACJI EFEKTÓW KSZTAŁCENIA

Efekt kształcenia	Relation to the given learning outcomes defined for the whole studies program	Objectives	Program content	Didactic tools	Grading
EK 1- The Student understands the concept and models of e-business and e-commerce	KW1-5, KU3-KU5, KU22-23, KK7-8	C1, C2	W1, W4, W6 C1,C4,C6	1,2	F1,P1

EK 2- The Student knows the terminology of the Internet commercial services and portals	KW1-5, KU3-KU5, KU22-23, KK7-8	C1, C2	W2, W3, C2, C3,	1,2	F1,P1
EK 3- The Student understands the practical aspects of using websites for commercial purposes	KW1-5, KU3-KU5, KU22-23, KK7-8	C1, C2	W3, W4,W5 C3, C4,C5	1,2	F1,P1
EK 4- The Student knows the sources of e-business and e-commerce financing	KW1-5 KU3-KU5, KU22-23, KK7-8	C1, C2	W7,W8, C7,C8	1,2	F1,P1

11. FORMY OCENY - SZCZEGÓŁY

	For mark 2	For mark 3	For mark 4	For mark 5
EK 1- The Student understands the concept and models of e-business and e-commerce	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.
EK 2- The Student knows the terminology of the Internet commercial services and portals	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.

EK 3- The Student understands the practical aspects of using websites for commercial purposes	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.
EK 4- The Student knows the sources of e-business and e-commerce financing	The Student does not know the sources of financing e-business and e-commerce.	The Student can describe one source of financing e-business or e-commerce.	The Student knows well the sources of financing e-business or e-commerce.	The Student knows very well the sources of financing e-business or e-commerce and can give some practical examples of each source.

12. ADDITIONAL INFORMATION ABOUT THE SUBJECT

1. The PowerPoint presentations of lectures are sent to students' group e-mail or published on a website.
2. Classes are realized in computer laboratories or via e-learning platform.
3. Dates and time of classes are published on the website of the Management Faculty.
4. Weekdays and time of consultations are published on the website of the Management Faculty.

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Signature of the Author