

| ENGLISH – SYLLABUS (GENERAL) | | | | | |
|--|-------------------|-------------------|----------------------------|---------|-------------|
| SUBJECT: E-BUSINESS AND E-COMMERCE IN PRACTICE | | | | | |
| Studies: Management I cycle studies Management Specialty: ALL | | | Faculty: Management | | |
| Subject status | Type of studies | Semester/ Term | Teaching hours | | ECTS Points |
| | | | lectures | classes | |
| | Full time studies | 6 | - | 24 | 3 |
| Course description: E-Business and E-Commerce in Practice program provides comprehensive knowledge and practical skills required for thriving in the digital business landscape. The curriculum encompasses various facets of e-business, including e-commerce platforms, digital marketing, user experience, and legal considerations. Students begin by understanding the fundamentals of e-business models and their practical applications across industries. They explore the landscape of e-commerce platforms, technologies, and the integration of emerging trends in online business transactions. Digital marketing strategies tailored for e-commerce take center stage, covering SEO, SEM, social media marketing, and email marketing. Students learn how to devise and implement effective digital campaigns to boost online visibility and drive sales. The program emphasizes the significance of user experience (UX) and interface design for successful e-commerce platforms. Students delve into designing user-friendly interfaces to enhance customer engagement and satisfaction. Logistics and supply chain management specific to e-commerce are explored, focusing on strategies to streamline delivery, inventory management, and fulfillment processes in the online retail space. Cybersecurity measures and privacy concerns inherent in online transactions are addressed, equipping students with knowledge about ensuring secure e-commerce environments. Furthermore, the program introduces data analytics tools and techniques for leveraging data insights in making strategic business decisions within e-commerce settings. Legal and ethical considerations relevant to e-business practices, including compliance, intellectual property, and consumer protection laws, are discussed. The course is filled in with many case studies and practical examples of E-business and e-commerce in practice problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course. | | | | | |
| COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding E-Business Models: To comprehend different e-business models and their applications in various industries. 2. E-Commerce Platforms and Technologies: To explore various e-commerce platforms and technologies for effective online business transactions. 3. Digital Marketing Strategies: To learn digital marketing techniques tailored for e-commerce, including SEO, SEM, and social media marketing. 4. User Experience (UX) and Interface Design: To understand the importance of UX and interface design for successful e-commerce platforms. 5. Logistics and Supply Chain Management: To analyze logistics and supply chain strategies essential for efficient e-commerce operations. 6. Security and Privacy in E-Commerce: To address cybersecurity measures and privacy concerns in online transactions. 7. Data Analytics and Business Intelligence: To utilize data analytics tools for making informed business decisions in e-commerce. | | | | | |

8. Legal and Ethical Considerations: To comprehend legal frameworks and ethical issues related to e-business practices.

Teaching the functions and role of E-business and e-commerce in practice for contemporary market entities, developing skills in solving E-business and e-commerce in practice problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on E-business and e-commerce in practice problems. Training of social competences related to collective problem solving and preparing and introducing all stages of E-business and e-commerce in practice in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

| | |
|-------------|-------------------------|
| 100% - 85% | 5.0 (excellent) |
| 84,9% - 75% | 4.5 (very good) |
| 74,9% - 70% | 4.0 (good) |
| 69,9% - 60% | 3.5 (very satisfactory) |
| 50% - 59,9% | 3.0 (satisfactory) |
| < 50% | 2.0 (failure) |

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

E-Business and E-Commerce in Practice program provides comprehensive knowledge and practical skills required for thriving in the digital business landscape. The curriculum encompasses various facets of e-business, including e-commerce platforms, digital marketing, user experience, and legal considerations. Students begin by understanding the fundamentals of e-business models and their practical applications across industries. They explore the landscape of e-commerce platforms, technologies, and the integration of emerging trends in online business transactions. Digital marketing strategies tailored for e-commerce take center stage, covering SEO, SEM, social media marketing, and email marketing. Students learn how to devise and implement effective digital campaigns to boost online visibility and drive sales. The program emphasizes the significance of user experience (UX) and interface design for successful e-

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Main topics:

1. Introduction to E-Business Models
2. E-Commerce Platforms and Technologies
3. Digital Marketing Strategies for E-Commerce
4. User Experience (UX) Design in E-Commerce
5. Logistics and Supply Chain Management in E-Commerce
6. Cybersecurity and Privacy in E-Commerce
7. Data Analytics for E-Commerce
8. Legal and Ethical Aspects of E-Business

Literature

Main texts:

1. Chaffey, Dave, Ellis-Chadwick, Fiona - "Digital Marketing" - Pearson - 2019
2. Turban, Efraim, King, David, Lang, Judy, et al. - "Electronic Commerce 2018: A Managerial and Social Networks Perspective" - Springer - 2017

Additional required reading material:

1. Strauss, Judy, Frost, Raymond - "E-Marketing" - Routledge - 2018
2. Turban, Efraim, Outland, James, King, David, et al. - "Business Intelligence and Analytics: Systems for Decision Support" - Pearson - 2019
3. Reynolds, John - "E-Commerce for Dummies" - For Dummies - 2019

Rules of the exams on subject (Assessments)

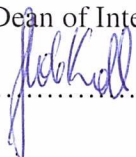
Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



KATOWICE BUSINESS UNIVERSITY
Harczy Września 1939 nr 3
40-659 Katowice, Poland
tel. +48 32 35 70 603/643
www.akademiagornoslaska.pl (1977)