

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish – Projekt Biznesowy / in English Business Projects	2. Course code: Number of ECTS credits: 3 Course completion mode: credit Course commenced / Year 2020/2021
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3. Major: E-commerce

4. Department of major coordinator: Department of Market and Consumption

5. Name of course instructor: Lecture Prof. UE dr hab. Katarzyna Bilińska-Reformat
 Classes... Lab classes ...
Examiner Prof. UE dr hab. Katarzyna Bilińska-Reformat

6. Department of course instructor: Department of Marketing Management and Tourism

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	15	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	15	
examination (hours)		

8. Course timeframe - no. of semesters: 1

 Course commencement / Year 2

 Course commencement / Semester 4

9. Level of tertiary education: II

10. Course status

- Compulsory for the major...
 Compulsory for the specialization ...
 Elective ...

11. Course prerequisites

 Compulsory:

 Recommended:

12. Course objectives:

- Presentation of knowledge in the field of business projects implemented with the support of the online environment

- Developing skills in analyzing the conditions for the implementation of business projects
- Developing competences related to the implementation of acquired knowledge in practice

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Active lecture using multimedia techniques	Power point presentation	8	
2.	Active lecture	Discussion, brainstorming, case studies	4	
3.	Passing grade	Group presentation	3	
Total			AS:15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analysis of lecture notes and websites	Assimilation and practical mastery of the content of the lecture	30	
2.	Independent work	Self-improvement of knowledge and team case solving	20	
3.	Independent work using a computer	Library and internet query	10	
Total			BS: 60	BN:

Total AS+BS = 75

Examination (E) = 0

Total AS+BS+E= 75

Total AN+BN =

Examination (E) =.....

Total AN+BN+E =

14. Key words: design, internet, business model, social media

15. Course content:

1. The concept of a business project
2. Types of projects
3. Business model and implemented business projects
4. Impact of the environment on the implementation of business projects
5. Business projects and the virtual environment (Internet, social media)
7. Business Model Canvas in the implementation of the project
8. Using internet marketing in project implementation

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
ECe2_W01	1. Knows and understands the problems associated with business projects, 2. Knows the methods and theories explaining the complex relationships between environmental conditions and the implementation of business projects	Multimedia presentation Case study resolved	Electronic version of the presentation Case-study solved - reports

	3. Understands the impact of the environment on the success of business projects	Participation in the lecture	
<u>Skills</u>			
ECe2_U03	1. Is able to use his knowledge - to formulate and solve complex and unusual problems related to business projects: 2. Is able to properly select sources of information for the needs of business projects 3. Properly selects marketing methods and tools for the needs of business projects	Multimedia presentation Case study resolved	Electronic version of the presentation Case-study solved - reports
<u>Social competences</u>			
ECe2_K01	1. Is ready to critically assess knowledge and received content.	Multimedia presentation Case study resolved	Electronic version of the presentation

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Presentation	Students prepare presentations regarding the business project, group work, active participation in the presentation, answers to questions of the lecturer and the group	50%
2.	Resolved mini case studies	Group work, preparation of reports	30%
3.	Active participation in lectures	Discussion, activity in the form of questions and formulation of conclusions	20%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. Business Project Management and Marketing: Mastering Business Markets, ed. Michael Kleinaltenkamp, Wulff Plinke, Ingmar Geiger, Springer Gabler, 2013
2. T. Stoehr Managing e-business Projects: 99 Key Success Factors, Springer 2002
3. Rob Peters, „The Social Media Marketing Handbook - Everything you need to know about Social Media Marketing”, Emereo Publishing, Oct 24, 2012

Suggested readings:

1. D. Ryan, „Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation”, Kogan Page Publishers 2016
2. M. Weintraub, L. Litwinka, „The Complete Social Media Community Manager’s Guide”

19. Language of instruction:

English

20. Course instructors’ recommendations: