

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 / in English: Innovations and Entrepreneurship in E-Commerce	2. Course code: Number of ECTS credits: 3,0 Course completion mode: E Course commenced / Year 2019-2020
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3. Major: E-Commerce

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

5. Name of course instructor: Lecture ... dr hab. Tomasz Ingram, Prof. UE
 Classes: dr hab. Tomasz Ingram, Prof. UE
 Lab classes ...
Examiner ... dr hab. Tomasz Ingram, Prof. UE

6. Department of course instructor: Department of Entrepreneurship and Innovation Management

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	30	
classes	15	
foreign language classes	-	
lab classes	-	
seminars	-	
e-learning	-	
other	-	
Total hours	45	
examination (hours)	1	

8. Course timeframe - no. of semesters: 1

Course commencement / Year 1

Course commencement / Semester 1

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: Supply students with knowledge on the conceptions and tools used by entrepreneurs and innovators in companies functioning in e-business; Supply students with competencies related to identification and creation of entrepreneurial opportunities as well as methods and techniques used by the modern companies from e-business; Supply students with the competencies in relation to stimulation of innovativeness in companies operating in e-business

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Multimedia Lecture	To supply with basic knowledge	20	0
2.	Active discussions using case studies	Presenting of the case studies	15	0
3.	Interactive lecture	Key issues related to entrepreneurship and innovativeness	10	0
...				
Total			AS: 45	AN:0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analysis of notes from lectures and discussions	Materials are supplied by the instructor	15	0
2.	Cause-effect literature studies	It should enlarge students knowledge	10	0
3.	Case study solutions	Self-prepared case studies help to gain practical skills	5	0
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Total			BS: 30	BN:0

Total AS+BS = 75

Examination (E) = 1

Total AS+BS+E= 76

Total AN+BN =

Examination (E) =.....

Total AN+BN+E =

14. Key words: e-business, e-commerce, innovativeness, entrepreneurship

15. Course content:

1. Entrepreneurship – essence, determinants, processes, features
2. Creation of business plan
3. Entering new markets
4. Managing of the e-business enterprise
5. Entrepreneurial creativity – essence and processes
6. Innovations and innovativeness – essence, determinants, types, processes
7. Sources of innovativeness in e-commerce
8. Gathering of fundings for the e-commerce initiatives
9. Leadership and teamworking in innovation and entrepreneurship field
10. Development of the e-commerce company
11. Creation of value in e-commerce company
12. Business models in e-commerce
13. The role of learning in e-commerce

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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_W05#	1. Knows and uses deep knowledge in entrepreneurship and innovation in respect to decision making in the key fields of leading the e-commerce company 2. Has enriched knowledge on preparation and leading the business units, especially in relation to e-commerce as well as explains the essence and conditions of creating and developing diverse forms of individual and organizational entrepreneurship	Written exam	Tests
<u>Skills</u>			
ECe2_U06#	1. Prepares in-depth oral presentations, discussion, and debates related to entrepreneurship and innovativeness of a company operating in the e-commerce field, using different sources; in English language	Case studies, participation in discussion	Case studies solutions
<u>Social competences</u>			
ECe2_K02# ECe2_K06#	1. Participates in the preparation of the business projects related to key decisions in the field of entrepreneurship and innovativeness, has the ability to lead, work and cooperate in a team, and when faced with difficulties to self-handle the problem the student is ready to ask experts for their opinions 2. Is able to think and act in an entrepreneurial and creative manner ...	Case studies	Case studies solutions

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.	Written exam without the coursebook or notes	To assess the level of knowledge from the entrepreneurship and innovativeness field	60%
2.	Case studies	To assess the level of competencies (practical skills) in the field of entrepreneurship and innovativeness	40%
3.			

* 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. Innovation and entrepreneurship J. Bessant, j. Tidd, Wiley 2007.

Suggested readings:

1. Drucker P. F.: Innowacja i przedsiębiorczość. Praktyka i zasady. Wyd. PWE, Warszawa, 1992.
2. D.F. Kuratko R.M. Hodgetts: Entrepreneurship. A Contemporary Approach. Harcourt College Publishers, Orlando 2001.

19. Language of instruction:

Lecture carried out in English

20. Course instructors' recommendations:

Multimedia projector