

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 Sales management on the internet/ ZARZĄDZANIE SPRZEDAŻĄ W INTERNECIE	2. Course code: SMOTI Number of ECTS credits: 2 Course completion mode: Credit Course commenced / Year 2019/2020																														
3. Major: E-commerce																															
4. Department of major coordinator: Department of Market and Consumption.																															
5. Name of course instructor: Lecture Classes Ph.D Michal Kucia Lab classes Examiner Ph.D Michal Kucia																															
6. Department of course instructor: Department of Market and Consumption																															
7. Number of contact hours with students:																															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 35%;">Full-time study</th> <th style="width: 30%;">Part-time study</th> </tr> </thead> <tbody> <tr> <td>lectures</td> <td></td> <td></td> </tr> <tr> <td>classes</td> <td style="text-align: center;">4</td> <td></td> </tr> <tr> <td>foreign language classes</td> <td></td> <td></td> </tr> <tr> <td>lab classes</td> <td></td> <td></td> </tr> <tr> <td>seminars</td> <td></td> <td></td> </tr> <tr> <td>e-learning</td> <td style="text-align: center;">11</td> <td></td> </tr> <tr> <td>other</td> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td style="text-align: center;">15</td> <td></td> </tr> <tr> <td>examination (hours)</td> <td></td> <td></td> </tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures			classes	4		foreign language classes			lab classes			seminars			e-learning	11		other			Total hours	15		examination (hours)		
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8. Course timeframe - no. of semesters: 1 Course commencement / Year II Course commencement / Semester III																															
9. Level of tertiary education: 2nd	10. Course status <input type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input checked="" type="checkbox"/> Elective ...																														
11. Course prerequisites Compulsory: Knowledge at the level of first-cycle economic studies Recommended: On-line marketing, Managerial and digital economy																															
12. Course objectives: <ol style="list-style-type: none"> 1. Presentation of specialist knowledge in the field of online sales management 2. Developing skills in e-sales management and developing practical skills based on direct contact with e-business practice 3. Developing social competences related to e-sales of products and services, including 																															

mobile solutions and augmented reality

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Exercises in the form of e-learning		4	
2.	Exercises using multimedia techniques	Presenting the basics of the subject and presenting e-learning classes and forms of getting credit	11	
Total			AS:15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analysis of e-learning materials		15	
2.	Solving case studies	Solving sales management case studies	10	
3.	Solving tests and tasks	Solving tasks and tests on the Moodle platform	10	
Total			BS:35	BN:

Total AS+BS = 50

Examination (E) = 0

Total AS+BS+E= 50

Total AN+BN =

Examination (E) =.....

Total AN+BN+E =

14. Key words: e-commerce

15. Course content:

1. The essence and goals of online sales management
2. E-customers and their segmentation in e-commerce
3. The e-sales process - searching for potential e-customers, choosing the method of presenting the assortment on the Internet, elements of e-presentation, responding to e-customer reservations, closing e-sales
4. Sales management in social media
5. Mobile e-commerce
6. Augmented reality in e-commerce
7. Controlling sales results - indicators in e-commerce

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#	The student knows and uses the basic categories of online sales management. Defines the e-sale process and knows the specifics of electronic commerce in social media.	Credit in the form of a test	A set of questions and answers

<u>Skills</u>			
ECe2_U01#	The student has the ability to manage e-sales in the framework of electronic economy. Accurately draws conclusions and formulates justified and innovative recommendations for online sales, using critically selected concepts, methods and data	Tasks / case study	Task solutions and case study
<u>Social competences</u>			
ECe2_K06#	The student is able to think and act in an e-entrepreneurial way effectively managing sales on the Internet	Active participation in the lecture and on the Moodle platform	Attendance list and log register to the Moodle platform

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.	Credit in the form of a test	Test of completing sentences	50%
2.	Case study - work in groups	Development of a case study of the online sales process in a selected enterprise along with a presentation	40%
3.	Activity on the Moodle platform	Task solving - activity on the Moodle platform	10%

* 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. Turban, E., Outland, J., King, D., Lee, J.K., Liang, T.-P., Turban, D.C.: Electronic Commerce 2018 A Managerial and Social Networks Perspective. Wyd. Springer, 2018.
2. Rezaei, S.: Apps Management and E-commerce Transactions in Real-time. Wyd. IGI Global, 2017.

Suggested readings:

1. Dixit, S. : E-retailing Challenges and Opportunities in the Global Marketplace. Wyd. IGI Global, 2016.
2. Laudon, K. C., & Traver, C. G. : E-commerce: business, technology, society. Wyd. Pearson, 2016.
3. Pelet, J. E. (Ed.). : Mobile Platforms, Design, and Apps for Social Commerce. IGI Global, 2017.

19. Language of instruction: English

20. Course instructors' recommendations: