

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 Zrównoważony handel elektroniczny/Sustainable e-commerce	2. Course code: Number of ECTS credits: 15 Course completion mode: credit 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 15 Classes 0 Lab classes 0
Examiner Jolanta Zrałek, PhD

6. Department of course instructor: Department of Consumption Research

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	0
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: Business Ethics

12. Course objectives:

The main purpose of the course is to familiarize students with sustainable development concept

and the possibilities of implementing its principles in electronic commerce. In particular the course is aimed at making students aware of economic, environmental and social consequences of e-commerce development, as well as deepening students' knowledge on business sustainable strategies in e-commerce, and on specific sustainable solutions being introduced under those strategies.

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 with multimedia techniques usage	Multimedia presentation of the issues constituting the subject of the classes	9	-
2.	Teamwork	Designing, conducting and presenting a team research project aimed at determining how consumers perceive the degree of sustainability of e-commerce solutions in selected markets	3	-
3.	Lecture with case study usage	Analyzing and solving case studies presented by the teacher during classes, participation in discussions on selected issues presented by the teacher	3	-
Total			AS: 15	AN: 0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Cause-effect studying with literature usage	Analysis of the recommended literature and information available on the Internet, necessary in the process of preparing for problem solving, discussions and carrying out the research project	20	-
2.	Teamwork	Case studies solving as well as designing, conducting and elaborating / presenting the results of primary research	18	-
3.	The analysis of the notes made during the lectures	Preparation for case studies solving and participating in discussions	12	-
4.	Case study solving	Solving case studies prepared by the teacher	10	-
Total			BS: 60	BN: 0

Total AS+BS = 75
 Examination (E) = 0
 Total AS+BS+E= 75

Total AN+BN = 0
 Examination (E) = 0
 Total AN+BN+E = 0

14. Key words: E-commerce, electronic economy, sustainable development

15. Course content:

1. Genesis and evolution of sustainable development concept
2. Defining sustainable development and sustainable consumption, the concept of weak and strong sustainability
3. Economic, social and environmental consequences of e-commerce
4. Sustainable business strategies in e-commerce
5. The trade-offs between sustainability dimensions. Sustainable solutions on packaging, transportation and selling in e-commerce
6. Triggering sustainable consumer behavior (sustainable e-commerce platforms)
7. The measurement of e-commerce ecological effectiveness

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. Student knows and uses the basic categories of sustainable electronic economy, identifies and describes in detail sustainable e-commerce models	Participating in discussions	Lecturer notes from the discussion or statement of points given for active participation in the discussion
<u>Skills</u>			
ECe2_U03#	1. The student is able to identify and/or implement innovative e-commerce solutions and social media necessary for the development of the enterprise in accordance with the principles of sustainable economic development	1. Case studies 2. Participating in discussions	1. Lecturer notes from the discussion 2. Statement of points given for active participation in the discussion
ECe2_U06#	2. Student prepares deepened speeches, presentations, discussions, debates etc. on selected aspects of sustainable activities of an e-commerce company using various sources in English	1. Presentations of the results of consumer research on their perception of sustainable solutions in e-commerce 2. Participation in discussions	1. Multimedia presentations containing the results of consumer research, 2. Teacher's notes or a statement of points for active participation in the discussion

Social competences			
ECe2_K02#	1. Student participates in the preparation of research projects, has the ability to cooperate in a team and lead a team	1. Case study 2. Presentations of the results of consumer research on their perception of sustainable solutions in e-commerce	1. Written case study solutions 2. Multimedia presentations including the outcomes of consumer research
ECe2_K05#	2. Student is ready to initiate actions in favour of the public interest (sustainability), also within e-commerce activities	Case study	Written case study 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.	Project	Working in small teams students design and conduct primary research to determine how consumers perceive and evaluate sustainable e-commerce.	60
2.	Teamwork on case studies	During the course, students share their opinions and present knowledge by participating in discussions on a topic given by the teacher. Working in small teams students analyze and solve case studies on the current issues discussed during lectures.	40

* 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:

- J. Park, N. Roome: The ecology of the new economy. Sustainable transformation of Global Information, Communications and Electronic Industries. Wyd. Routledge, Taylor & Francis Group, 2017.
- K. C. Laudon, C. G. Traver: E-commerce 2017. Business, technology, society. Wyd. Pearson, 2018.
- S. Chaudhary: Effect of E-Commerce on Organization Sustainability (w:) IOSR Journal of Business and Management, Volume 19, Issue 7. 2017. pp. 15-24.
- J. Oláh, N. Kitukutha, H. Haddad, M. Pakurár, D. Máté, J. Popp: Achieving Sustainable E-Commerce in Environmental, Social and Economic Dimensions by Taking Possible Trade-Offs (w:) Sustainability, 11(1). 2019.

Suggested readings:

- G. H. Popescu: E-commerce effects on social sustainability (w:) Economics, Management, and Financial Markets”, Issue 1. 2015. pp. 80-85.
- <https://www.digitaleurope.org/>

- <https://www.imrg.org/>

19. Language of instruction: ENG

20. Course instructors' recommendations: multimedia classroom