

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 WEBSITES AND E-STORES
DESIGN

2. Course code:
Number of ECTS credits: 4
Course completion mode: E
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 Kornelia Batko, Ph.D. Classes Kornelia Batko, Ph.D. Lab classes ...
Examiner Kornelia Batko, Ph.D.

6. Department of course instructor: Department of Business Informatics

7. Number of contact hours with students:

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

8. Course timeframe - no. of semesters: 1

Course commencement / Year 1

Course commencement / Semester : 2

9. Level of tertiary education: II

10. Course status
 Compulsory for the major...
 Compulsory for the specialization ...
 Elective ...

11. Course prerequisites

Compulsory: Knowledge at the first level of higher education

Recommended: Basic information regarding running a business in the form of e-business

12. Course objectives:

- providing students with knowledge and skills regarding electronic market and creation of electronic commerce systems,
- acquaint students with the principles of conducting commercial activity on the Internet and IT tools for building e-commerce systems,
- acquisition of theoretical and practical basics for students to design and create their own website and online store based on Content Management Systems

13. Teaching and learning methods:**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lecture	Lecture covering the content of the subject combined with multimedia presentations and enriched with business examples	15	
2.	Laboratory classes	Exercises are carried out in a computer laboratory, where students using CMS (Joomla!, Wordpress) implement a practical project for a company website (with an online store module)	15	
...				
Total			AS: 30	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Solving case studies	Solving case studies	20	
2.	Cause-effect study using literature	Studying literature to master the material presented in the lecture	20	
3.	Analysis of lecture and class notes	Studying notes to master the material	15	
4.	Individual work using a computer	Preparation for the discussion according to the ideas proposed by the teacher	15	
Total			BS: 70	BN:

Total AS+BS = 100

Examination (E) =

Total AS+BS+E= 100

Total AN+BN =

Examination (E) =

Total AN+BN+E =

14. Key words: online store, e-commerce, store optimization, CMS, wordpress**15. Course content:**

1. Basic information about online stores (e-stores)
2. Methodology of designing applications for e-commerce
3. System architecture for e-commerce

4. Selected e-commerce itools (Content Management Systems - CMS)
5. Principles for designing e-commerce websites using the Content Management System (on the example of Wordpress or another CMS system)
6. Design and implementation of websites for the needs of international organizations - website design using the Wordpress content management system or other CMS. Online store in Wordpress- WooCommerce configuration and administration (configuration, creating product categories, adding products, payment methods, delivery methods, order processing, statistics).
7. Customizing and optimizing online stores.
8. Designs of websites and online stores for the needs of selected organizations - presentations.

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. The student knows and understands the basic issues of designing websites and online stores, and is able to apply them in practice.	Exam test	A set of questions and answers.
<u>Skills</u>			
ECe2_U08 ECe2_U10	1. Student can work in a group on an online store project and can take over the role of a group leader. Is able to search for information on IT tools used to create internet applications, knows how to choose from various tools (based on a critical assessment of various IT technologies and systems) and can design an online store 2. Student is able to develop a report that is a documentation of the process of creating a website and store and present it.	Report.	Class notes, student files
<u>Social competences</u>			
ECe2_K06	1. The student complements and updates his education and professional and interdisciplinary competences by reading books, magazines and professional portals as well as participation in various forms of professional development, is focused on continuity of practice and lifelong learning. Has the ability to solve innovative economic problems.	Assessment of the division of tasks in the student team during the development of the website design with the online store and the report. Website rating with an online store with a report.	Electronic version Project of the website design with corporate online store.

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.	Exam test	Exam in the form of a single-choice test, without the possibility of using textbooks.	50%
2.	Project- group work	Analysis and assessment of the implementation of the website design with the online store along with the	50%

		development of the final report on the project.	
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* 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. McNeil P. : The Web Designer's Idea Book, Vol. 2: More of the Best Themes, Trends and Styles in Website Design. Wyd. F&W, 2010.
2. Wilson S. : Wordpress for Small Business: Easy Strategies to Build a Dynamic Website with Wordpress. Wyd. Net Worth Guides, 2017.
3. Bell N. W: Build a Website for Free (3rd Edition). Wyd. Que Publishing, 2012.
4. Beard J., George J: The Principles of Beautiful Web Design: Designing Great Web Sites is Not Rocket Science! (Third Editio). Wyd. SitePoint, 2014.

Suggested readings:

1. Williams A. : WordPress for Beginners 2018: Subtitle What's this? A Visual Step-by-Step Guide to Mastering Wordpress. Wyd. CreateSpace Independent Publishing Platform., 2018.
2. Niederst Robbins J: Learning Web Design: A Beginner. Wyd. O'Reilly Media, 2010.
3. Firdaus T.: Responsive Web Design by Example. Wyd. Packt Publishing, 2014.
4. Kalbach J. : Designing Web Navigation: Optimizing the User Experience. Wyd. O'Reilly Media, 2008.
5. Siarto J. : Head First WordPress. A Brain-Friendly Guide to Creating Your Own Custom WordPress Blog. Wyd. O'Reilly Media, 2010.
6. Rahmel D. : Professional Joomla! (Programmer to Programmer), Wyd. Wrox, 2007.

19. Language of instruction: English

20. Course instructors' recommendations: You need a multimedia projector, flipchart / board and a computer room at CNTI to teach the subject.