

E- commerce 2 stopień - 2019/2020

						stacjonarne			niestacjonarne			
						885			0			
semestr	zaj przedm	specjalnos	przedmiot	osób zalicze	punkty ects	w	ćw	E-learning	w	ćw	lab/sem.	status
Razem					120	365	432	88	0	0	0	
Semestr 1												
1	KR	-	MANAGERIAL ECONOMICS AND DIGITAL ECONOMY	E	4	30	0	0	0	0	0	
1	KR	-	INNOVATIONS AND ENTREPRENEURSHIP IN E-COMMERCE	E	3	30	15	0	0	0	0	
1	KR	-	FINANCING E-COMMERCE PROJECTS	Z	3	15	0	0	0	0	0	
1	KR	-	BUSINESS INFORMATION SYSTEMS	E	5	15	30	0	0	0	0	
1	KR	-	QUANTITATIVE METHODS FOR E-COMMERCE	E	4	15	30	0	0	0	0	
1	KR	-	BUSINESS INTELLIGENCE	Z	2	4	0	11	0	0	0	
1	KR	-	BUSINESS COMMUNICATIONS	Z	4	0	30	0	0	0	0	
1	KR	-	BUSINESS ETHICS	Z	5	0	30	0	0	0	0	
					30	109	135	11	0	0	0	
Semestr 2												
2	KR	-	MARKET ANALYSIS	E	4	15	30	0	0	0	0	
2	KR	-	ON-LINE MARKETING	Z	2	4	0	11	0	0	0	
2	KR	-	SOCIAL MEDIA CAMPAIGNS	Z	2	4	0	11	0	0	0	
2	KR	-	DIGITAL LAW	E	2	15	0	0	0	0	0	
2	KR	-	CUSTOMER PROTECTION STANDARDS	Z	2	4	0	11	0	0	0	
2	KR	-	INTERNATIONAL BUSINESS	E	6	30	30	0	0	0	0	
2	KR	-	WEBSITES AND E-STORES DESIGN	Z	4	15	15	0	0	0	0	
2	KR	-	FINANCE IN E-COMMERCE	Z	2	15	15	0	0	0	0	
2	KR	-	BUSINESS COMMUNICATION	Z	4	0	30	0	0	0	0	
2	KR	-	MASTER THESIS	Z	2	0	15	0	0	0	0	
					30	102	135	33	0	0	0	
Semestr 3												
3	KR	-	LOGISTICS FOR E-COMMERCE	Z	3	15	30	0	0	0	0	
3	KR	-	DATA ANALYSIS FOR E-COMMERCE	Z	2	0	4	11	0	0	0	
3	KR	-	DATA SCIENCE	Z	2	4	0	11	0	0	0	
3	KR	-	DIGITAL ADVERTISING WITH GOOGLE ADS AND WEB ANALYTICS	E	5	30	30	0	0	0	0	
3	KR	-	MASTER THESIS	Z	9	0	15	0	0	0	0	
3	SW	-	PRZEDMIOTY DO WYBORU x3	Z	9	45	0	0	0	0	0	
					30	94	79	22	0	0	0	
Semestr 4												
4	KR	-	IT MANAGEMENT AND BUSINESS ALIGNMENT	E	5	30	30	0	0	0	0	
4	KR	-	SALES MANAGEMENT ON THE INTERNET	Z	2	0	4	11	0	0	0	
4	KR	-	CUSTOMER RELATIONSHIP MANAGEMENT	E	3	15	30	0	0	0	0	
4	KR	-	DATA ANALYSIS WITH QLIK	Z	2	0	4	11	0	0	0	
4	KR	-	MASTER THESIS	Z	15	0	15	0	0	0	0	
4	SW	-	PRZEDMIOTY DO WYBORU x1	Z	3	15	0	0	0	0	0	
					30	60	83	22	0	0	0	
Przedmioty swobodnego wyboru												
3	SW	-	OMNICHANNEL MARKETING	Z	3	15	0	0	0	0	0	
3	SW	-	E-BRANDING	Z	3	15	0	0	0	0	0	
3	SW	-	EUROPEAN INTEGRATION FROM COMMUNITY TO UNION	Z	3	15	0	0	0	0	0	

3	SW	-	EMERGING MARKET MULTINATIONALS	Z	3	15	0	0	0	0	0	
3	SW	-	INTERNATIONAL ENTREPRENEURSHIP	Z	3	15	0	0	0	0	0	
3	SW	-	TECHNIQUES OF SALES	Z	3	15	0	0	0	0	0	
4	SW	-	BUSINESS PROJECTS	Z	3	15	0	0	0	0	0	
4	SW	-	SUSTAINABLE E-COMMERCE	Z	3	15	0	0	0	0	0	
4	SW	-	E-CONSUMER BEHAVIOR	Z	3	15	0	0	0	0	0	