

# Electives



## E-Business Management Syllabus

<b>1. Module Title</b>	E-Business Management	<b>2. Module Code</b>	
<b>3. Academic Year, Semester, Mode of Studies</b>	2022/2023 academic year Semester 2, Full-time Studies		
<b>4. Aims and Learning Outcomes</b>	<p><b>Aims</b> The aim of the course is to familiarize students with the specifics of e-business and e-commerce management, understanding the underlying logic dominating the E-commerce retail industries and its challenges, as well as the role of innovation and, last but not least, the management challenges internal to organizations involved in e-business.</p> <p><b>Learning Outcomes</b> Having completed this module student:</p>		
<b>Knowledge</b>	<b>Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
The student has knowledge of the legal regulations related to start-up management	EP-1	K_W12	In-class exam
Student has knowledge about the specifics of start-up management	EP-2	K_W01	In-class exam
<b>Skills</b>	<b>Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
Student is able to manage start-up	EP-3	K_U09	In-class exam
<b>Social Competencies</b>	<b>Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
The student is ready to start a business	EP-4	K_K04	In-class exam
The student is ready to conduct business activity responsibly	EP-5	K_K05	In-class exam
<b>5. Module Leader</b>	<b>Name</b>		<b>E-mail</b>
<b>6. Lecturer (s)</b>	<b>Name</b>		<b>E-mail</b>
	Alfonso De Paolini		Alfonso.depaolini@lazarski.pl
<b>7. Module Level</b>	<b>Master's</b>		<b>Bachelor's</b>
	X		
<b>8. Year and Programme</b>	<b>Year</b>		<b>Programme</b>
	I		Management
<b>9. Module Content</b>			
<b>#.</b>	<b>Topics Discussed</b>		<b>Hours</b>

<b>Workshop</b>		
1	Basic introduction to E-Business and E-Commerce	2
2	Main metrics of e-commerce, Consumer Journey/Sales Funnel, and omnichannel logic in Retail	2
3	Fundamentals of CRM, Digital Marketing Strategy, Loyalty and brand management in e-commerce	2
4	Innovation drivers and technology in E-Commerce, disruptive innovation vs sustaining innovation	2
5	An overview about Web 3.0 and impact on e-business management	2
6	Revision or integration of topics on request	2
<b>10. Individual Student's Work</b>		
<b>#.</b>	<b>Description</b>	<b>Hours</b>
<b>11. Assessment Methods</b>	In-class exam 100%	
<b>12. Assessment Criteria</b>	Points translate into marks as follows: 50 - 59 points: mark 3 60 - 69 points: mark 3.5 70 - 79 points: mark 4 80 - 89 points: mark 4.5 90 - 98 points: mark 5 98-100 points: mark 5.5 In the case of exceptional student's performance, the lecturer may award a mark of 5.5 even with an insufficient number of points scored.	
<b>13. ECTS Credits</b>	3	
		<b>Hours</b>
		<b>ECTS</b>
	<b>Contact Hours</b>	
	<b>Workshop</b>	<b>30</b>
		<b>1,2</b>
	<b>Other Form</b>	
	<b>Individual Student's Work</b>	
	- Preparation for final exam	<b>20</b>
	- Research project	<b>25</b>
	<b>SUMM</b>	<b>75</b>
		<b>3</b>
<b>14. Required Readings</b>		
<b>15. Recommended Readings</b>		
<b>16. Place where module is run</b>	Lazarski University	
<b>17. Other</b>	n/a	