

4. E-commerce: Virtual Marketplace for Real Growth

1. Module Title	E-commerce: virtual marketplace for real growth	2. Module Code	
3. Academic Year, Semester, Module Status	2021-2022 Fall semester, Full-time		
4. Aims and Learning Outcomes	E-commerce has contributed to a major boost in business during the latest 10 years, bringing to light a substantial transformation of the business environment every company is nowadays confronted with. The objective of this course is that of identifying the major lines of development of the virtual marketplaces and their effect on the current operational and strategic aspects of the expansion of business, with special attention to SMEs. This insight will give students the possibility to be prepared to identify and handle the development patterns of business and the potential opportunities determined by e-commerce.		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Is aware of fundamental principles and concepts of commerce and sales channels		K_W02	Midterm exams
2. Is aware of the role of culture, ethics, and technical progress in the transformation processes sales generation today		K_W15	Midterm exams
3. Is aware of strategic analysis methods in the enterprise and for the online business		K_W12	Midterm exams
Skills	Effect Code		Assessment
	Subject	Field	
1. Is able to formulate research problems and identifying main issues in E-commerce strategies		K_U04	Workshops
2. Is able to recognize the need for changes when implementing online sales and develop a change management plan		K_U12	Workshops
3. Is able to assess the viability of technical solutions offered for E-commerce platforms and issues, and make decisions		K_U07	Workshops
4. Is able to create and manage projects in E-commerce using the appropriate terminology		K_U18	Workshops
Social Competencies	Effect Code		Assessment
	Subject	Field	

1. Is prepared for independent acquisition and improvement of knowledge regarding the planning and the maintenance of an online business structure		K_K03	Workshops and midterm exams
2. Is prepared to adapt to and operate in new conditions and situations related with localization issues when dealing online in foreign markets		K_K07	Workshops and midterm exams
3. Is prepared to persuade and negotiate in order to establish an online sales and marketing strategy		K_K09	Workshops and midterm exams
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6. Lecturer	Name		E-mail
	mgr Alfonso De Paolini		alfonso.depaolini@lazarski.pl
7. Module Level	Masters		Bachelors
			x
8. Year and Programme	Year		Programme
	3		BA in Management
9. Module Content			
#	Topics Discussed		Hours
Seminar			
1	What is e-commerce – according to literature and according to facts. Case studies and presentation of global and local e-commerce leaders		2.5 h
2	The main characteristics of the virtual marketplace. Studying the virtual market main features and requirements		each topic
3	Business models of e-commerce and basic strategic questions. Amazon case study and new developments: from B2C to B2B		30 h
4	The sales “moment” in e-commerce and its characteristics: the consumer-centric sales proposition in e-commerce. Understanding the online sales proposition vs. a traditional approach		together
5	Introduction to main consumer behaviour theories and practical analysis from the sales perspective. The end customer in traditional sales vs. the end customer in e-commerce – main consumer behavioural considerations		r
6	Organizational requirements for e-commerce – the basics (supply, warehouse, fulfilment methods, logistic tasks) and their impact on internal organization. Case study: reorganizing a small company to initiate e-business		
7	Impact of e-commerce on traditional business models. Successful e-business structure from a managerial perspective – what is to be changed?		
8	Costs of e-commerce in a SME: how the change to e-commerce modify the operational cost structure of the enterprise? Practical case studies for a general budget simulation		
9	E-commerce impact on Customer Relationship Management. Modern CRM practical issues for online B2B and B2C sales		
10	New business development in e-commerce, the need of combined online and offline marketing tools. Ensuring great customer relationship management		

11 Profitability of e-commerce, AOV (average order value) and key metrics between theory and practice. Case study and discussion about profitability issues in sales and in e-commerce			
12 Translation and Localization for successful e-commerce: the importance of being global, locally. Discussing the main trends of global players in e-commerce and their localization strategies			
<p>This seminar also provides an opportunity for students to develop their personal practical capabilities. Owing to practical approach to teaching process students will develop analytical skills such as critical thinking, problem solving, and decision-making.</p>			
10. Individual Student's Work			
#	Description	Hours	
	Preparation for workshops	40	
	Preparation for midterm exams	40	
11. Assessment Methods	Project (30%) Two midterm exams (35% each)		
12. Assessment Criteria	In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester. Scoring translates into grades as follows: 50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5 In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.		
13. ECTS Credits	5		
		Hours	ECTS
	Contact Hours		
	Seminar	30	1,2
	Consultation	15	0,6
	Other Kind of Student's Activity		
	Individual Student's Work	80	3,2
	SUMM	125	5
14. Required Readings	<ol style="list-style-type: none"> 1. <i>Electronic commerce 2006: a managerial perspective</i>, E. Turban, Person Education 2006. 2. <i>Social commerce—state-of-the-art and future research directions</i> (Research paper) Catherine Baethge& Julia Klier& Mathias Klier. Springerlink.com 3. <i>Internet-based e-commerce and its impact on manufacturing and business operations</i>, Soliman, Youssef, Industrial Management & Data Systems 103/8[2003], Emerald 		

15. Recommended Readings	<ol style="list-style-type: none"> 1. Planning and management of E-commerce Website, Wang Ying, Oulu University of Applied Sciences Business Information Technology 2. E-commerce and its impact on operations management A. Gunasekaran,* , H.B. Marri, R.E. McGaughey, M.D. Nebhwani, Int. J. Production Economics 75 (2002), Elsevier 3. The Value of Language in eCommerce , Capita Translation and Interpreting - WHITE PAPER
16. Place where module is run	LU campus
17. Other	