

8. Innovations and Technology in E-commerce

1. Module Title	Innovations and Technology in E-commerce	2. Module Code	
3. Academic Year, Semester, Module Status	2021-2022 Spring semester, Full-time		
4. Aims and Learning Outcomes	<p>This workshop will provide students with a knowledge of innovations and new technologies which are used or could be used in developing an online business structure. In particular students:</p> <ul style="list-style-type: none"> a) will get an understanding of how technology is changing global commerce and what opportunities technology and innovations bring; b) will understand the key role of new technologies in managing business c) will be aware of the importance of product and process innovation theories applied to modern e-business d) will be aware of platforms, tools, and other instruments which are essential to manage an online business channel; e) will get knowledge how to raise competitiveness through technology and innovation; f) will be trained in identifying needs for use of certain innovations in a certain organisation g) will be able to describe the wide range of tools and new technologies being used in webshops h) will acquire competencies about basic UI and UX characteristics common to webshops today i) will acquire competencies in managing implementation of new technologies in tourism sector j) will acquire competencies in evaluating tools and explaining the need for their effective use; k) will acquire competencies in analysing and appreciation of the impact of use of new technologies; 		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Knowledge of electronic commerce and the stakeholders and their capabilities and limitations in the strategic convergence of technology and business.		K_W06 K_W15	Presentation
2. Awareness of global nature and issues of electronic commerce as well as understand the rapid technological changes taking place.		K_W10 K_W15	Presentation In-class Exams
3. Knowledge of advantages and disadvantages of technology choices such as merchant server software and electronic payment options.		K_W10 K_W15	Presentation

Skills	Effect Code		Assessment
	Subject	Field	
1. Ability to analyse features of existing e-commerce businesses, and propose future directions or innovations for specific businesses.		K_U06	Presentation In-class Exams
2. To apply e-commerce theory and concepts to what e-marketers are doing in "the real world".		K_U06	Presentation In-class Exams
3. Set up an e-commerce operation using components and practices that provide a storefront, a shopping cart and payment options, minimize security and privacy risks, are user friendly, and provide timely customer support and delivery.		K_U08	Presentation
4. Awareness of security issues and of technologies designed to ensure secure transactions.		K_U06	Presentation In-class Exams
5. Ability to work with an online store and modify it as necessary.		K_U08	Presentation
6. Is able to lead and co-operate in projects aimed at introducing the online business channel into an organization		K_U06	Presentation In-class Exams
Social Competencies	Effect Code		Assessment
	Subject	Field	
1. Demonstrate awareness of ethical, social and legal aspects of e-commerce.		K_K05	Presentation
2. Is prepared for independent acquisition and improvement of knowledge regarding online process innovation.		K_K03	Presentation
3. Is prepared to responsibility for an online business development plan or assessment		K_K04	Presentation
5. Module Coordinator	Name		E-mail
	mgr Alfonso de Paolini		alfonso.depaolini@lazarski.pl
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		
			3 h

<p>1. Innovation and New Technologies– introduction. Basic theoretical notions of innovation in Economics.</p> <p>2. Effects of technology and innovation – examples and presentations of new technologies, discussion</p> <p>3. Characteristic of the new online sales process compared with classical sales mode. Analysis of diverse online webshops comparing how the product is sold online in multichannel realities.</p> <p>4 Evolution of Customer relationship management with Web 2, Web 3, Web 4 evolution. practical cases.</p> <p>5. CMS and content marketing for online webshops</p> <p>6. Innovative User Interface and User Experience. Facts and trends. The discussed 3-click-rule and other thoughts regarding graphic webdesign and online sales funnel.</p> <p>7. Challenges in the Social Media era . Reaching out to visitors with social networks: The case of Schönbrunn Palace, Austria (tourism). The case of Sony User community (mass technological products).</p> <p>8. Technology and innovation in marketing and sales management for online businesses, KPI indicators applied to online sales performance</p> <p>9. Augmented reality, Artificial Intelligence and Internet of Things as new features of online businesses</p> <p>10. Security issues and data management as new challenge of e-business</p> <p>The practical approach to teaching process is organized through workshops by applying interactive discussion, team-work and the presentations by students, which will be discussed during the class.</p>		<p><i>each topic</i></p> <p><i>30 h together</i></p>	
10. Individual Student's Work			
#	Description	Hours	
	In-class preparation	40	
	Covering required readings	20	
	Individual work on the presentation	20	
11. Assessment Methods	Coursework (100%): In-class Exam 1 (30%), In-class Exam 2 (30%), Presentations (40%)		
12. Assessment Criteria	<p>In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester.</p> <p>Scoring translates into grades as follows:</p> <p>50 - 59 points - grade 3</p> <p>60 - 69 points - grade 3.5</p> <p>70 - 79 points - grade 4</p> <p>80 - 89 points - grade 4.5</p> <p>90 - 98 points - grade 5</p> <p>98-100 points - grade 5.5</p> <p>In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.</p>		
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	<p><i>1. Electronic commerce 2015: a managerial perspective</i>, E. Turban, Person Education 2015. Selected chapters.</p>		
15. Recommended Readings	<p><i>1. E-BUSINESS, ORGANIZATIONAL INNOVATION AND FIRM PERFORMANCE IN MANUFACTURING SMES: AN EMPIRICAL STUDY IN SPAIN</i> - Pedro SOTO-ACOSTA , Simona POPA , Daniel PALACIOS-MARQUÉS , https://journals.vgtu.lt/index.php/TEDE/article/view/789/584</p> <p><i>2. Internet-based e-commerce and its impact on manufacturing and business operations</i>, Soliman, Youssef https://www.researchgate.net/publication/220672513_Internet-based_e-commerce_and_its_impact_on_manufacturing_and_business_operations</p>		
16. Place where module is run	LU campus		
17. Other			