

Code .....

Course item: .....

**1. INFORMATION ABOUT THE COURSE****A. Basic information**

|   |  |
|---|--|
| Name of course                              | E-commerce E-business  |
| Study level                                 | Undergraduate  |
| Unit running the study programme            | Faculty of Management, Management Information System Department                              |
| Study programme                             | General academic   |
| Speciality                                  | Corporate management   |
| Name of teacher (s) and his academic degree | Cezary Graul, MSc  |
| Introductory courses                        | Information Technologies, IT in Management, Database Systems                                 |
| Prerequisites                               | Essential computer skills, abilities in online resources navigation, database systems skills |

**B. Semester/week schedule of classes**

| Semester         | Lectures | Classes | Laboratories | Project | Seminars | Field exercises | ECTS |
|------------------|----------|---------|--------------|---------|----------|-----------------|------|
| winter or summer |          |         | 30           |         |          |                 | 4    |

**2. EFFECTS OF EDUCATION** (acc. to National Qualifications Framework)

|             |  |
|-------------|--|
| Knowledge   | Is able to characterize models of electronic markets defines the forms of e-business. Explains and interprets basic components and typology of information retrieval systems, and internet applications. |
|             | Have knowledge in the area of HTML documents creation and presentation, apply scripts languages (PHP) in CMS applications.   |
| Skills      | Select and configure online tools for web developers. Design and build web applications with HTML and CSS application. Install and configure content management system (CMS).                            |
| Competences | Distinguish and identify web applications. Is open to new standards and solutions in the IT field.   |

**3. TEACHING METHODS**

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| laboratory exercises |
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**4. METHODS OF EXAMINATION**

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|------------------------------|
| practical exam with computer |
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**5. SCOPE**

|              |   |
|--------------|---|
| Laboratories | Basics of HTML and CSS. WYSIWYG (graphical web development software) application for website creation. Content Management Systems - principles and concepts. CMS requirements – hosting selection and script installation. CMS configuration - global settings, language, statistics menu. Components, Modules - overview, installation and management. |
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**6. LITERATURE**

|                          |   |
|--------------------------|---|
| Basic literature         | Metin Feridun, Peter Kropf, Gilbert Babin, Management Technologies for E-Commerce and E-Business Applications, Springer, Berlin, 2009 |
| Supplementary literature | Martin Hepp, Yigal Hoffner, E-Commerce and Web Technologies, Springer, Berlin, 2014   |