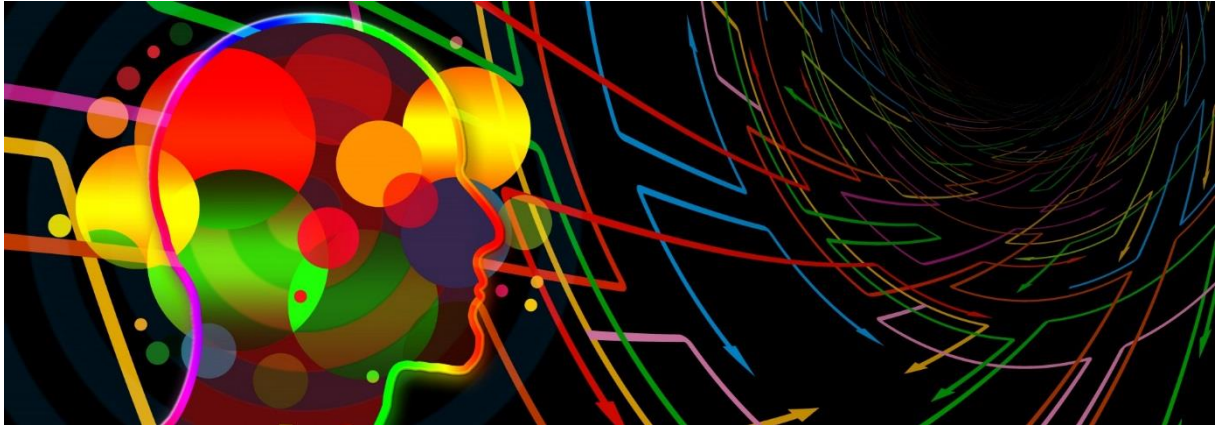


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Author Gerd Altmann, available at: <https://www.publicdomainpictures.net/pl/view-image.php?image=234257&picture=innovative-thinker>

E-business course

EVALUATION CRITERIA

LECTURES

The written exam – 11 January 2023 Wednesday at 9:45 for both BBA and Erasmus students

Test – 20 multiple-choice questions

Examples of questions will be provided during lectures

TUTORIAL CLASSES

How to pass tutorial classes?

BBA students will have to do presentations during the last class on one of the topics proposed by the lecturer

Students who do extramural studies will present online via TEAMS platform

Active participation, full attendance are value-added criteria to receive the highest grades for both lectures and classes.

ATTENDANCE REQUIREMENTS

Compulsory attendance for Erasmus students

Erasmus students must attend all 6 lectures to be admitted to the final test.

BBA students do not have to attend lectures, but are very welcome to participate.

Compulsory attendance for BBA students

All four tutorial classes are compulsory to attend.

Generally, absences will be excused in cases of personal illness, medical treatment, other events (related to participation in other scientific events) or appointments related to family life, healthcare, official holidays.

A student with 3 absences in a row shall be reported to the Dean

E-business course is divided into modules: 6 lectures (12 hours) and 4 tutorial classes (8 hours)

Module 1 - INTRODUCTION

- Technical environment for e-business,
- How ICT is transforming economy and society
- A brief history of the internet
- Basic understanding how the internet works on the technological level
- Emerging technological trends – the Internet of Things, Big Data
- Definition of E-business and E-commerce:
- Types of e-commerce players (e.g. B2B, B2C, C2C, B2A)
- Review of benefits of new business models based on e-commerce solutions
- Customer relationship using the computer-mediated networks
- E-marketing strategies

Module 2 – GLOBAL AND REGIONAL POLICIES FOR REGULATING E-BUSINESS

- Legal framework for e-business – introduction to basic concepts
- Electronic contracts, electronic signatures (digital signatures)
- Consumer protection
- Liability of internet service providers
- Copyright – ways of protection via technological solutions
- Privacy and personal data protection
- Cybercrimes and selected security issues

Module 3 E-BUSINESS STRATEGIES AND APPLICATIONS

- Benefits and challenges for societies - ethical implications of e-business strategies
- Culture, identity and business
- Artificial Intelligence and its future implications for a global job market

Coursebook (selected chapters)

Digital Business and E-Commerce Management, 7th edition, by **Dave Chaffey, Tanya Hemphill**, published by Pearson (June 14th 2019) - Copyright © 2019

Title overview:

Which strategies and tactics are needed to develop and implement a Digital Business?

- How do we work out where to put our investment?
- What are the things that have to happen in an organisation to make a Digital Business successful?
- How should businesses select the best digital technology, media and insight sources to compete?

Additional reading texts or video tutorials: different sources (excerpts from full-text journal articles to authoritative books (quality publications), official documents (legal resources, impact assessment studies, policy recommendations etc.), case studies, distributed to students via USOS mail by the lecturer