University of Silesia in Katowice

1.	Field of study	**Creative management in new media**
2.	Faculty	Krzysztof Kieślowski Film School
3.	Academic year of entry	2020/2021 (winter term), 2021/2022 (winter term)
4.	Level of qualifications/degree	second-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

Module: e-Commerce

Module code: 09-ZN-S2-EC

1. Number of the ECTS credits: 2

2. Learning outcomes of the module

code	description	learning outcomes of the programme	level of competence (scale 1-5)
EC_1	Student knows the history and origin of electronic commerce and its importance for the development of the information society in the world. He knows the current shape and directions of e-commerce development.	K_W04	4
EC_2	Student knows IT tools used to present the conclusions and results of research in the field of e-commerce, knows the prospects for the development of electronic economy, the size of the electronic market, principles of e-commerce operations, settlements in the e-economy.	K_W03	5
EC_3	Student is able to apply various methods of electronic settlements. The use of a digital signature, as well as conducting business in electronic form.	K_U04	5
EC_4	Student can demonstrate the ability to propose and use various e-commerce models to conduct business on the Internet, using the tools available on the market to present solutions proposed by him. They can put hypotheses in the field of e-commerce and correctly formulate questions in the survey, so that the hypotheses can be verified.	K_U03	4
EC_5	Student is able to manage teams of people by setting goals, choosing methods and tools for their implementation. Has communication skills, has the competence to efficiently shape the positive relationships of the represented organization with the environment in accordance with ethical and legal standards.	K_K01	4
EC_6	Student is able to work and work in a new "electronic society". He is not familiar with communication and cooperation with other users and enterprises operating on the market in electronic form.	K_K04	3

3. Module description

Description	The aim of the course is to provide students with the knowledge necessary to build strategies and conduct business activities using ICT solutions, especially the Internet. Classes cover a wide range of issues related to e-Commerce. The program complements knowledge for people who want to improve their professional qualifications in one of the best developing areas of the modern economy. Students acquire skills in the field of proper use of the Internet to manage and conduct business. Classes are carried out as part of project groups. Students prepare presentations of selected issues.

	Thanks to cooperation with practitioners working in the area of e-Commerce, students broaden the scope of theoretical and practical knowledge, but also contribute to the development of industries in which their future professional life will take place.
Prerequisites	Student has to be good at communication and have good analitical skills. He should be good in problem solving. Students should know basics of HTML, CMS, PHP, MS Word i MS Excel and Google Analytics.

4. Assessment of the learning outcomes of the module

code	type	description	learning outcomes of the module
EC_w_1	Test	Written and oral exam.	EC_1, EC_2
EC_w_2	Continuous evaluation	Verification of knowledge resources, preparation for classes, activities in discussions, data analysis skills, practical skills in preparing documentation, observation of the student's knowledge and skills. The final grade of the module is a weighted average of the individual methods of verification of learning outcomes.	EC_3, EC_4, EC_5, EC_6

5. Forms of teaching

code	form of teaching			required hours of student's own work		assessment of the learning outcomes of the module
	type	description (including teaching methods)	number of hours	description	number of hours	
EC_fs_1	lecture	Problem-oriented lecture, activating methods: situational method, didactic discussion (related to the lecture, panel) practical methods: objective exercises. Classes are conducted in a conversational form. During the course, the tutor introduces students to the problem. Verification of knowledge is a test covering issues presented during lectures.	15	Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material sections, including the subject literature.	15	EC_w_1
EC_fs_2	practical classes	Presentation of original works prepared by the students.	15	Individual preparation for each class, systematization of the material presented during classes, preparation of individual projects.	15	EC_w_2