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| SUBJECT:      | E-business development planning |       |
| Subject Area: | Management                      |       |
| HOURS:        | 8                               | ECTS: |

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| Name/title of the author:                               | Dr Tomasz Bober  |
| Course Description:                                     | The course presents issues related to the development of e-commerce, effective marketing and preparation of a business plan. The lectures constitute a whole on the subject of e-business development planning.  |
| Learning Outcomes (Goals and Objectives of the course): | Knowledge about the current development of e-commerce, trends, ability to evaluate marketing activities and business development planning.   |
| Entrance qualifications:                                | Introduction to Management (advisable)   |
| Course Content:   | <p><b>1. E-commerce – history, forms and tendencies</b> (2 hours of lecture)<br/>Basic concepts, The history of e-commerce and development trends, Forms of electronic commerce, case studies</p> <p><b>2. Standing out from the competitors through creative promotion and marketing innovations</b> (2 hours of lecture)<br/>Types of innovations, Marketing innovations in creating a competitive advantage, Efficient methods to differentiate from the competition, case studies</p> <p><b>3. Development of a business plan</b> (4 hours of lecture / workshop)<br/>- Reasons for writing a business plan, Marketing aspects (product and service planning, customer description, market analysis, constraint analysis), Financial aspects (sales planning, investment expenses and operating costs).</p>                                      |
| Assessment policy (examination):                        | Final paper: Businessplan  |
| Course materials/bibliography:                          | <p>Multimedia presentation / bibliography:</p> <ol style="list-style-type: none"> <li>1. Chaffey D., E-Business and E-Commerce Management Strategy, Implementation and Practice, Pearson Education, Harlow 2009</li> <li>2. Davila T. , Epstein M. and Shelton R., Making Innovation Work: How to Manage It, Measure It and Profit From It, Wharton School Publishing, 2005</li> <li>3. Karake-Shalhoub Z., Trust and Loyalty in Electronic Commerce: An Agency Theory Perspective, Greenwood Publishing Group, Westport 2002</li> <li>4. Laudon K., Traver C., E-Commerce 2016: Business, Technology, Society, Prentice Hall, 2016</li> <li>5. Leifer R., McDermot C.M., Colarelli O'Connor G., Peters L.S., Rice M., Veryzer R.W., Radical Innovation: How Mature Companies Can Outsmart Upstarts, Harvard Business School, Boston 2000</li> </ol> |
| Methods of Instruction:                                 | Lecture, Case Studies, Workshop  |