ISM UNIVERSITY OF MANAGEMENT
AND ECONOMICS

E-COMMERCE

Course code	*MNG154*
Compulsory in the programmes	*Business Management and Marketing*
Level of studies	*Undergraduate*
Number of credits	*6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 106 individual work hours)*
Course coordinator	*Paul Trusch, Veronika Siurbyte-Cernecke, Fabian Sanchez*
Prerequisites	*Marketing Principles*
Language of instruction	*English*

THE AIM OF THE COURSE:

The course is intended to provide knowledge for students to discuss critical issues that determine the success of e-commerce projects. Students will be able to identify different e-commerce models and apply them in practice. Social Media and Influencer Marketing will also be touched in this couse. Therefore, by the end of the course, students will be able to come up with ideas and initiatives to better plan, develop, manage, and operate effective and efficient e-businesses.

This course provides a balanced analysis of e-commerce theory and business strategies. The first half of the course focuses on e-commerce shops and how to scale them in practice. The second half of the course aims to investigate how businesses are using e-commerce tools to achieve success. Students will be encouraged to apply newly developed skills to develop individual e-commerce projects.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESSMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives	Assessment methods	Teaching methods
CLO1. Provide students with basic understanding of e-commerce concepts	BLO1.1, BLO2.1	Midterm test, coursework/ presentation	Lecture
CLO2. Enhance students abilities to analyze and research e-commerce cases, to identify major demand-side threats and opportunities for acting of new business establishment or product;	BLO1.2, BLO4.1.	Midterm test, final exam, case studies, coursework/presentation	Lecture and seminar
CLO3. Enable students to identify e-commerce opportunities;	BLO1.2, BLO3.1 BLO3.2 BLO4.1, BLO4.2	Case studies	Seminar
CLO4. Enable students to start own e-commerce projects;	BLO1.1, BLO2.1 BLO4.2	coursework/ presentation	Lecture and seminar

CLO5. Expand students understanding about the role of social marketing;	BLO1.1, BLO2.1	Midterm test	Lecture and seminar
CLO6. To be able to work in a team, to present work results in written or oral form, to be able to argue decisions	BLO1.2, BLO2.1, BLO4.2 BLO4.3	Midterm test, final exam, coursework/ presentation	Lecture and seminar

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism, are fully applicable and will be strictly enforced in the course. Academic dishonesty and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM reminds students that they are expected to adhere to and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
Building e-commerce web sites The purpose of websites and tools to start them Paul Trusch	4	Neilpatel Blog
Social Media and Influencer Marketing in E-Commerce *Business goals, goal funnels* Fabian Sanchez	4	Shopify Influencer Guide
Search Engine Optimization I: Onsite *How to optimize your site to rank higher on Google SERP* Paul Trusch	4	SearchEngineLand, Ahrefs
Search Engine Optimization II: Offsite *How to optimize your site to rank higher on Google SERP* *Paul Trusch*	4	SearchEngineLand, Ahrefs
Search Engine Advertising *Impact of Search campaigns for business promotion* Paul Trusch	4	Google Ads Support Help
Pitching Online Shops *Presenting each group's online shop to a jury* Paul Trusch	2	
Mid-Term Examination	2	
Understanding E-Commerce Marketplaces *Strategies, insights and practical knowledge on registering, listing, and selling products on major e-commerce marketplaces, with a focus towards Amazon* *Michael Erixon*	4	European E-Commerce Report

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APPROVED BY
THE STUDY COMMISSION
Minutes No. 02-12-2025-13
as of 26th August 2025

UX/UI for E-Commerce *Importance and key principles of UX/UI: Full purchase journey, new user journey analysis, key recommendations, and practical tips & tools* *Veronika Siurbyte-Cernecke*	4	Checkout UX 2024 // Jakob Nielssen Article // Wix Blog // Shopify Blog
Business Goals (into Ads Solutions) *Objectives and common pitfalls, business goals and overall strategy* *Veronika Siurbyte-Cernecke*	4	Support Google // Meta for Business // Smartsheet // Hubspot Blog // Zero Moment of Truth
Setting up & measuring Results with GA4 *Introduction in GA, set up, GDPR, and mapping the full purchase journey with GA4* *Veronika Siurbyte-Cernecke*	4	Google Analytics Help
Marketing Automations *From introduction to trigger-based campaigns – how to build an automated funnel for better leads* *Veronika Siurbyte-Cernecke*	4	Omnisend Blog // Marketo Marketing Automation Guide // Hubspot Academy
Ethics in E-Commerce *Ethical standards on transparency, data protection, fairness, and respect for intellectual property in e-commerce* *Paul Trusch*	4	
	Total: 48 hours	
CONSULTATIONS	6	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
Group Components 40%	
Seminar grade	40
Individual Components 70%	
Mid-Term Exam	20
Final Exam	40
Total:	**100**

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

The lecturer reserves the right to choose the form of the exam. Details about the structure of the exam and the grading policy will be presented on the first day of the lectures and will be published online.

The presentations will take place during the seminars. Students will be asked to present/ pitch on a given topic. Details about the presentation scope and the grading policy will be presented on the first day of the lectures and will be published online.

The **midterm exam (20%)** will cover the content of Lectures 1-6 and will consist of multiple-choice questions.

The seminar grade (40%) will consist of homework, presentation, and seminar participation grade. Online Shop Task counts 30% and each additional homework 2% (5 in total). Homework assignments are to be submitted on the e-Learning system one day before the seminars or on the due date that will be specified on the e- Learning system. Homework assignments some weeks might be requests to answer several E-commerce related questions, some weeks – to deliver a presentation, in other cases, we will have some minor practice assignments like creating a websiteand writing a progress report. All additional materials required will be provided by ISM. **Homework assignments that are not submitted on time will be graded as 0** without any exceptions. The seminar participation grade part will consist of active participation (raising questions that contribute to the discussion, answering them and participating in a discussion).
The presentation part of the subject will be graded for a presentation activity, which will be done in teams of four or five on a selected topic/case. The presentations will take place during an specified lecture. Students will be assessed according to various criteria that will be presented at the first lecture. Any submitted written assignment, and presentation should conform to the general guidelines of report writing of ISM. Students cannot redo their home assignments or re-defend them after the deadline. Plagiarism cases will be reported to the academic council. When a student does not attend his team presentation, he/she gets a 0 for this activity.

The final Exam will account for **40%** of the final grade: It will consist of multiple-choice questions and short-answer open questions. The final exam will cover **all** topics of the course.

The final grading for the course is calculated according to the accumulative formula as indicated in the Guidelines for the Bachelor Studies at ISM. *Negative grades (below 5) are not included into the accumulative grading system!*

RETAKE POLICY

The individual and group work evaluations are of accumulative origin with respect to the final evaluation taking into account only positive evaluations of each assignment. Students who receive a failing final grade shall have the right to re-take the exam during the re-sit week, which will comprise the 65% of the mid-term exam and the final exam grade and will include all semester material. Home assignments cannot be retaken at a later time but the grades of these assignments will be calculated into the final grade. The grades of passed GCP exams will be calculated as well.

ADDITIONAL REMARKS

a. Students will be informed in advance which cases must be read (prepared) for the following case-study discussions. Students will have a minimum of 5 days time to prepare. An exception might occur with the first presentation team – if the team has less time for preparations, this will be taken into consideration by granting additional bonus points. Reading the case studies for the class discussion is obligatory. The lecturer will ensure that the students have access to all case studies.

b. Attendance and participation in the seminars is strongly recommended but not obligatory.

c. If the final (cumulative) mark of the course, including the final exam score, is insufficient to pass the class, students will be allowed to exercise their **right to retake**.

d. Specific rules apply in the case of in-class presentations.

- **Students are able to sign up for the presentation topics on the first lecture.** Students failing to register for the presentation - before the given deadline - will be grouped by the lecturer. In case of disregard, students will be graded with a 0 (zero).

- In case of serious reasons, students may be allowed to switch with a member of another group. Students are responsible for making the changes themselves and inform the lecturer.

- Individual group members not showing up for the presentation session will get a 0 (zero) for all individual assessment criteria.

- In exceptional cases, the lecturer will consider alternative forms of assessment for the group presentation grade.

e. Class notes (slide handouts) and certain assignments will be prepared for each class and available for downloading AFTER the respective class session. The class notes (slides) are the intellectual property of teaching instructor. Students may not distribute or duplicate these notes without his written consent.

REQUIRED READINGS

1. K.C. Laudon, E-commerce 2021–2022, business. technology. society. , 7TH EDITION
2. Chaffey, D. (2009) *E-business and E-commerce management*, 4th Edition, Pearson Education Limited, ISBN: 9780273719601
3. Pollak, T., (2011). *Ways to Win Shoppers at the Zero Moment of Truth Handbook,* Google
4. Lecinski, J., (2011) *Winning the Zero Moment of Truth – ZMOT,* Google
5. Shareef M., Dwivedi Y., (2009). *Proliferation of the internet economy: E-commerce for global adoption, resistance and cultural evolution,* Information science reference, New York, ISBN 978-1-60566-412-5
6. *The New Multi-Screed World*, Google
7. *E-Commerce Best Practice Compendium* (2012), Econsultancy http://issuu.com/dotcomdoc/docs/e-commerce_best_practice_compendium

ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning Objectives for the <u>Bachelor of Business Management</u>
Programmes:
International Business and Communication,
Business Management and Marketing, Finance,
Industrial Technology Management

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper