

Business digitalization through e-commerce and digital marketing



Blended Intensive Programme Information

Name of the BIP	Business digitalization through e-commerce and digital marketing
Target group (students, teachers, employees, education level, field of education/occupation)	<ul style="list-style-type: none"> – Undergraduate students in Business, administration and law – Undergraduate students in Information Technology – Undergraduate students in other majors – Teachers who are interested in the use of e-commerce and digitalization
BIP ID	2023-1-LV01-KA131-HED-000119939-4
Field of exchange (ISCED)	0610 Information and Communication Technologies (ICTs) 04 Business, administration and law 00 Inter-disciplinary - All
Registration	up to 5 people from the institution sending the list of participants from the sending institution or student registration using the form: https://forms.office.com/r/VyiG6UQiDC
Credit points	3 ECTS
Number of teachers /trainers delivering the programme	Latvia University of Life Sciences and Technologies: Tatjana Rubina, Inga Vilumsone, Jekaterina Smirnova. Casimir Pulaski Radom University: Aleksander Lotko, Małgorzata Lotko Šiaulių valstybinė kolegija: Rasa Pocevičienė

Assessment form	Practical tasks
Goals of the course and description of content	<p>The goal of the course is to introduce the possibilities of e-commerce, and show that despite the apparent complexity, everyone can understand the principle of new technologies and create simple solutions. The practical goal of the course is to learn how to create e-commerce solutions. The result of a group work will be the creation of real project.</p> <p>The course deals following topics:</p> <ul style="list-style-type: none"> – Modern Marketing; – User Centered Marketing; – E-commerce Business Models; – E-commerce Website Development; – E-commerce Trends and Innovations. <p>The course consists of two parts.</p> <ul style="list-style-type: none"> – The first part will be online learning during which the student will watch lectures and complete individual and group tasks. – The second part will take place physically in Jelgava. Students will have the opportunity to continue to put into practice the knowledge gained during online classes. Also, students will jointly carry out a group project, the presentation of which will take place at the last meeting.
Priorities addressed	<ul style="list-style-type: none"> – Digitalization and Digital Transformation; – Barriers linked to education and training systems; – Other.
Description of the physical part	<p>The physical part will take place from May 6 to 10, 2025. There will be five physical meetings, all 4x45 minutes.</p> <p>Meeting 1: Getting to know each other, forming of groups, development of a concept for a project.</p> <p>Meeting 2: Educational excursion, specification development.</p> <p>Meeting 3 and 4: Final project and presentation development.</p> <p>Meeting 5: Project's presentation, summarization, discussion.</p>
Description of the virtual part	<p>The virtual part will take place from April 14 to May 2, 2025</p> <p>The virtual part will take place before the physical meeting. Students will learn and complete practical tasks on three main topics:</p> <ul style="list-style-type: none"> – E-commerce business models; – E-commerce Platforms and Technologies; – Digital Marketing Strategies in E-commerce; – SEO in E-commerce; – Data Analytics in E-commerce. <p>During the first online meeting, students receive information about the necessary software and equipment. All software that is needed in the learning process is free.</p> <p>During online training, students need to complete assignments which will be used during physical mobility.</p>

Studying and teaching methods	<ul style="list-style-type: none"> – Lectures; – Seminars; – Project-based learning; – Laboratory and practical learning; – Group work.
Learning outcomes of the subject	<p>Upon completing the course the student:</p> <p>has knowledge about e-business models, digital marketing, e-commerce platforms, SEO, analyzing and researching User Experience (UX), using effective User Interface (UI) principles;</p> <p>has practical skills in development and management e-commerce website.</p>
Evaluation criteria and methods	<p>The results of the training is the final group project.</p> <ul style="list-style-type: none"> – Students will work together in groups of three. The goal is to explore, analyze, and implement best practice principles in developing e-commerce solutions. The result of the project is an presentation of project idea and developed e-commerce website. – The evaluation of the group project will focus on the quality of the developed e-commerce solution, presentation skills and teamwork skills (work planning and organization, division of responsibilities, communication organization in the team). <p>The final group project will not be graded with mark. Students will receive a descriptive assessment of the work done, indicating strengths and weaknesses, opportunities for future development and improvement. Discussions and evaluation of projects will take place at the last meeting.</p>
Main teaching/training language	English
City and country of the venue	<p>Latvia University of Life Sciences and Technologies</p> <p>Liela street 2, Jelgava, LV-3001</p> <p>Latvia</p>
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