Subject:
eCommerce Business – From Side Hustles to Full-Time Occupation

ECTS Credits	3
Course Status	Elective
Final Assessment	Project
Prerequisites	None

Field of Study:
MANAGEMENT / ECONOMICS / ACCOUNTING AND FINANCE

Study Profile	General Academic
Level and Form of Study	SL
Semester	winter / summer
Language of Instruction	English

Instructor:

Department	Department of Economics and Food Economy
Coordinator	

Learning Outcomes:

Code of Learning Outcome Component	Description	Reference to (Code)	
		Directional Effect	Academic Discipline
KNOWLEDGE – knows and understands:			
ECB_W1	1. **eCommerce Models and Platforms:** − Basic terminology of e-commerce and its business models (B2C, B2B, C2C, and D2C), − Operating mechanisms of major platforms such as Amazon and Shopify.		
ECB_W2	2. **Legal, Financial, and Logistical Foundations:** − Legal requirements, tax obligations, and registration processes necessary to start and run an eCommerce business, − Logistical options such as Fulfilment by Amazon (FBA) and Fulfilment by Merchant (FBM).		SL
ECB_W3	3. **Principles of Data Analysis, Market Research, Marketing, and Monetization Using Digital Tools:** − Digital tools such as Keepa, Jungle Scout, Helium10, and Google Analytics for conducting market research and analyzing business performance, − Key social media marketing strategies, − Revenue generation methods (affiliate marketing, content monetization, ad space sales).		
SKILLS – can:			
ECB_U1	1. Explain the structure and functioning of eCommerce models and platforms.		
ECB_U2	2. Identify the legal, financial, and logistical requirements for operating an online business.		SL
ECB_U3	3. Analyze data, implement SEO, affiliate marketing, and monetization strategies to increase web traffic and revenue, as well as automate eCommerce operations.		
SOCIAL COMPETENCES – is ready to:			

ECB_K1	1. Take proactive and responsible actions that support ethical eCommerce ventures in accordance with applicable laws and professional standards.	
ECB_K2	2. Collaborate effectively in a team, share responsibilities, and co-create business strategies and solutions.	SL
ECB_K3	3. Independently deepen their knowledge in response to the dynamic development of eCommerce technologies.	

Course Content:

Exercises		30	godz.

Course Topics	1. **Introduction to eCommerce and Its Income Potential** Overview of eCommerce models, global trends, and real-life income strategies - from side hustles to full-time businesses. 2. **Understanding the Amazon Platform Ecosystem** Amazon business models (FBA/FBM), seller account setup, legal requirements, profit margins, and Buy Box mechanics. 3. **Order Fulfillment by Amazon (FBA)** Step-by-step guide to using Amazon's warehouses for inventory, shipping, and customer service, including fee and prep requirements. 4. **Order Fulfillment by Merchant (FBM)** How to self-manage storage, shipping, and support. Covers tools, challenges, and advice on when FBM is a better choice. 5. **Data Utilization – Amazon Analytics, Automation, and Optimization** Use tools like Keepa, Helium10, and Inventory Lab for product research, automation, pricing, and performance tracking. 6. **Other Online Marketplaces Similar to Amazon** Comparison of platforms like Etsy, eBay, and Allegro by product type, audience, fees, and business potential. 7. **How to Find Your Niche in eCommerce** Identify profitable niches using trend analysis tools, keyword research, and competition analysis. 8. **Creating Your Own eCommerce Website** Build a store using platforms like Shopify or WooCommerce. Includes domain setup, payments, legal pages, and SEO basics. 9. **Blog Monetization** Monetize traffic through affiliate marketing, ads, digital products, and sponsored content. Tools include Google AdSense and ShareASale. 10. **Social Media Monetization** Earn through ad revenue, sponsorships, affiliate links, and selling products via platforms like YouTube, Instagram, and TikTok. 11. **Analytical Tools for Blogs and Social Media** Track traffic, engagement, and conversions using tools like Google Analytics, Meta Business Suite, and YouTube Studio. 12. **Student Presentations – eCommerce Strategy** Presentation of a complete eCommerce plan: niche, platform, marketing, monetization, and analytics.

Learning Outcomes	ECB_W1, ECB_W2, ECB_W3 ECB_U1, ECB_U2, ECB_U3 ECB_K1, ECB_K2, ECB_K3

Assessment Methods, Rules, and Criteria	**Assessment Methods and Criteria:** Course credit is awarded based on the completion of a team or individual eCommerce business plan and a final presentation. The project must demonstrate strategic thinking, market understanding, and application of eCommerce tools and platforms. **Team Project (70%):** – E-commerce model clarity – Strategy viability and depth – Market and tool analysis – Structure and presentation – Ethical compliance **Project Presentation (30%):** – Clarity and structure – Use of visuals and tools – Engagement and confidence – Defense of strategy and market choices **Passing Criteria:** At least 50% total from both components and project submitted on time. **Grading Scale:** 90–100% 5.0 (Very Good) 80–89.9% 4.5 (Good Plus) 70–79.9% 4.0 (Good) 60–69.9% 3.5 (Satisfactory Plus) 50–59.9% 3.0 (Satisfactory) <50% 2.0 (Fail)

Literature:

Primary	Books: 1. "A Beginner's Guide to Amazon FBA Private Label: How I Sold $20 Million Dollars on Amazon and You Can Too" by Michael Wu, Lighthouse Media & Publications Inc 2024 2. "How to Start a Blog: 9 Steps to a Money-Making Blog: Writing for Money 101" by F. Pendles, independently published 2024 3. "How To Get to The Top of Google: The Plain English Guide to SEO (Digital Marketing by Exposure Ninja)" by Tim Cameron-Kitchen, Dale Davies, Jess Percival, independently published 2023
Supplementary	Books: 1. "Digital Marketing: The Success Guide to Mastering Strategy, Use of AI, and Building a Profitable Customer Base" by Waldo's Publishing Company 2024 2. "Beyond The Grind: Building a Business That Runs Without You" by David Scott, independently published 2025

Structure of Learning Outcomes:

Academic Discipline – SL		3	ECTS*

Student Workload:

Contact hours with instructor		35	hrs.	1.4	ECTS*

In it:	lectures		hrs.
	exercises/seminars	30	hrs.
	consultations	3	hrs.
	research participation		hrs.

	mandatory internships and traineeships		hrs.	
	participation in the final assessment	2	hrs.	
Distance learning classes			hrs.	
Independent work		40	hrs.	1.6	ECTS*

)* - Given with an accuracy of 0.1 ECTS, where 1 ECTS = 25–30 hours of coursework.