



## Lazarski University

### E-Commerce

#### Study details

**Course type:** Bachelor's degree

**Degree:** BA Degree

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 13 200 PLN

**Reg. fee :** 85 PLN

**Scholarship :**

**Insurance :** N/A PLN

#### Intake/s

Oct

#### Requirements

##### REQUIRED DOCUMENTS:

- A passport-style photo (3.5 x 4.5) uploaded into your personal account.
- Application Form - printed out from candidate's personal account in color and signed with your full name and surname.
- Passport scan – to confirm and verify your personal data.
- Original High School Diploma/Certificate with at least 55% of GPA legalized in the Polish Embassy or apostilled.
- Sworn translation of High School Diploma/Certificate and transcript of grades into Polish language. In case of the Double Degree Program you have to additionally provide sworn translation of your documents into English.
- Eligibility statement or no-objection letter from the Ministry of Education, stating that the obtained High School Diploma/Certificate entitles candidate to continue the higher education in the country where the diploma/certificate was issued (if needed).
- Language certificate proving the level of language of your instruction is at least B2 (or positive result of Skype interview with our lecturer).
- Signed commitment to purchase National Health Fund (NFZ) insurance upon arrival.
- Payment confirmation of application fee and first semester tuition fee\*\*.
- Signed electronic agreement on the conditions of studies.

#### Accommodation

Provided by partner agencies

278-770 EUR (per month)

## Additional information

## Programme description

Are you looking for a field of study with a future? Are you interested in the rapidly growing e-commerce market, worth trillions of dollars globally? Choose the E-commerce specialization at Lazarski University's Management major!

Become an expert in e-commerce and gain the skills necessary to build a successful career in e-commerce.

According to estimates, the value of this exceptionally thriving industry will be around \$57 trillion in 2032. In Europe alone, revenues from online commerce are expected to grow by about 9-10 percent annually in the coming years.

Our specialisation combines solid theoretical knowledge with practical experience, allowing students to master key aspects of running an online business.

### What you will learn:

- **Creation and implementation of innovative e-commerce business projects:** You will learn to identify market niches, create detailed business plans and effectively implement them.
- **Building a strong e-commerce brand:** You will learn the principles of e-commerce public relations and learn how to use social media to build brand awareness and engage customers.
- **Increase online sales:** You will master creating and optimizing search engine advertising (SEO/SEM) campaigns, email marketing and content marketing to attract new customers and increase sales.
- **Manage an online store from A to Z:** You will learn how to create and configure an online store, manage products and orders, and provide secure and smooth customer service.
- **Acting in accordance with the law and business ethics:** You will learn the applicable e-commerce laws and regulations, as well as learn the ethical principles of doing business online.
- **Negotiating profitable business deals:** You will master the art of negotiation and gain the skills necessary to make profitable deals with business partners.
- **Manage e-commerce projects:** You will learn to plan, execute and monitor e-commerce projects to achieve your goals.
- **Enterprise compliance:** You will learn about e-commerce compliance and how to implement it in your company.

## Applied tools and certificates

- WordPress
- Semstorm
- Senuto
- Brand24

## Career Perspectives

- E-commerce specialist
- E-commerce store manager
- Internet marketing analyst
- Social media manager
- Social media manager
- E-commerce logistics specialist
- E-commerce entrepreneur

## Programme benefits

### Why choose our specialisation?

- You learn from the best, experienced business practitioners and university lecturers.
- You gain the competencies desired by employers, including internet marketing, SEO, creating online stores and running advertising campaigns.
- You study in a friendly and modern environment, conducive to developing your talents.
- You can join the "Media&Marketing" study circle, where you will meet other marketing enthusiasts and gain valuable experience.

### What will you gain by choosing "E-Commerce" as a Management major?

- Self-confidence and skills that will allow you to build a successful career in e-commerce.
- Wide employment opportunities with companies in various industries.
- The chance to start your own business in e-commerce.