

Title E-commerce	Code 1010332431010330701
Field Computer science	Year / Semester 2 / 3
Specialty Informatics technology	Course core
Hours Lectures: 1 Classes: - Laboratory: 1 Projects / seminars: -	Number of credits 3
	Language polish

Lecturer:

prof. dr hab. inż. Czesław Jędrzejek
Instytut Automatyki i Inżynierii Informatycznej
tel. 665 3532, fax. 665 3715
e-mail: czeslaw.jedrzejek@put.poznan.pl

Faculty:

Faculty of Electrical Engineering
ul. Piotrowo 3A
60-965 Poznań
tel. (061) 665-2539, fax. (061) 665-2548
e-mail: office_deef@put.poznan.pl

Status of the course in the study program:

Obligatory course at the Faculty of Electrical Engineering, field of study Computer Science.

Assumptions and objectives of the course:

Presentation of: current status of e-commerce in economy, its standards, technologies and software systems.

Contents of the course (course description):

The public administration systems are the large part of e-commerce with realization of e-government services. They are determined by Polish and United Europe laws.

Topics of lectures:

1. Basic concepts, typologies and business models in e-commerce.
2. Electronic stores, marketplaces, auctions.
3. Marketing in electronic trade, ranking systems.
4. Recommendation systems, personalization.
5. Electronic signature and invoice.
6. Standardization infrastructure.
7. E-commerce standards: SOAP, EDI, OASIS (EbXML, UBL).
8. E-commerce in Poland and abroad.

Topics of laboratory exercises::

1. SVD method in recommendation systems.
2. Analysis of ranking systems.

Introductory courses and the required pre-knowledge:

Knowledge of XML language.

Courses form and teaching methods:

Lecture.

Form and terms of complete the course - requirements and assessment methods:

Examination.

Basic Bibliography:

-

Additional Bibliography:

-