

Title <b>(Elektroniczna gospodarka)</b>	Code <b>1011102211011160421</b>
Field <b>Logistics - Full-time studies - Second-cycle studies</b>	Year / Semester <b>1 / 1</b>
Specialty <b>Corporate Logistics</b>	Course <b>core</b>
Hours Lectures: <b>3</b> Classes: -    Laboratory: <b>1</b> Projects / seminars: <b>15</b>	Number of credits <b>5</b>
	Language <b>polish</b>

**Lecturer:**

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**Status of the course in the study program:**

-Elective course in the second stage of Management study.

**Assumptions and objectives of the course:**

- The course aims to familiarize students with using the Internet to support business management

**Contents of the course (course description):**

-Course covers the following topics: Fundamentals of e-marketing. Internet marketing strategies. Marketing Research via the Internet. Internet in logistics. Data warehouses. OLAP technology. Data mining: methods of exploration and analysis of large amounts of data. CRM systems for Customer Relationship Management. CRM features. Presentation of selected CRM systems. E-commerce in Poland and abroad. E-business models: B2B, B2C, B2P. Electronic banking. Security of electronic transactions. Examples of applications for e-commerce management. Systems GPS, GLONASS GALILEO. Technogogys :ISDN, DSL, ATM. SMDS.

**Introductory courses and the required pre-knowledge:**

- basic knowledge on computer science and practical skills in computer use

**Courses form and teaching methods:**

-lecture

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

-test

**Basic Bibliography:**

**Additional Bibliography:**