

Title (Elektroniczna gospodarka)	Code 1011102211011160389
Field Logistics - Full-time studies - Second-cycle studies	Year / Semester 1 / 1
Specialty Supply chain Logistics	Course core
Hours Lectures: 3 Classes: - Laboratory: 1 Projects / seminars: 15	Number of credits 5
	Language polish

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: