Poznan University of Technology
Faculty of Engineering Management

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Title **(E-business)**	Code **1011102321011160505**
Field **Management - Full-time studies - Second-cycle studies**	Year / Semester **1 / 2**
Specialty **Enterprise Management**	Course **elective**
Hours Lectures: **1** Classes: **-** Laboratory: **-** Projects / seminars: **-**	Number of credits **2**
	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.

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: