

KARTA OPISU MODUŁU KSZTAŁCENIA		
Nazwa modułu/przedmiotu Elektroniczna gospodarka		Kod 1011102211011167658
Kierunek studiów Logistyka - studia stacjonarne II stopnia	Profil kształcenia (ogólnoakademicki, praktyczny) (brak)	Rok / Semestr 1 / 1
Ścieżka obieralności/specjalność Logistyka Łańcuchów Dostaw	Przedmiot oferowany w języku: polski	Kurs (obligatoryjny/obieralny) obligatoryjny
Stopień studiów: II stopień	Forma studiów (stacjonarna/niestacjonarna) stacjonarna	
Godziny Wykłady: 30 Ćwiczenia: - Laboratoria: 15 Projekty/seminaria: 15		Liczba punktów 5
Status przedmiotu w programie studiów (podstawowy, kierunkowy, inny) (brak)		(ogólnouczelniany, z innego kierunku) (brak)
Obszar(y) kształcenia i dziedzina(y) nauki i sztuki nauki techniczne nauki techniczne		Podział ECTS (liczba i %) 5 100% 5 100%
Odpowiedzialny za przedmiot / wykładowca: dr inż. Andrzej Borucki email: andrzej.borucki@put.poznan.pl tel. 616653371 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
Wymagania wstępne w zakresie wiedzy, umiejętności, kompetencji społecznych:		
1	Wiedza:	The student has a basic knowledge from the computer science, economics and management.
2	Umiejętności:	The student is able to interpret and to describe basic rights and processes affecting the activity of the company.
3	Kompetencje społeczne	The student is aware of the social context of the activity of companies as well as understands basic social phenomena.
Cel przedmiotu: Students should obtain the knowledge associated with the main ideas concerning the theory and the practice in managing in field the e-business and the e-commerce.		
Efekty kształcenia i odniesienie do kierunkowych efektów kształcenia		
Wiedza: 1. The student has a knowledge about the object of contextual studies towards management studies and sciences ergologicznych and research methods applied in them as well as about shared and peculiar notional apparatus towards management studies - [K2A_W01] 2. The student has wide knowledge on conditions for structures of the organization and mechanisms of structural changes in enterprises - [K2A_W03] 3. The student has wide knowledge on methods and instruments for modeling information processes - [K2A_W08] 4. The student has wide knowledge on processes of changes structural changes in enterprises and on management of these processes - [K2A_W15]		
Umiejętności: 1. The student is able to correctly analyze causes and results and the course of social processes and phenomena (also economic); he can formulate own opinions about them and present simple hypotheses and verify them - [K2A_U03] 2. The student knows how to use the obtained knowledge from the area of environmental management that is widened with a critical analysis of efficiency and usability of its application in environmental management systems - [K2A_U06] 3. The student has the skill of suggesting own solutions for a determined problem from the range of management and of realizing the procedure of making decisions in this area - [K2A_U07]		
Kompetencje społeczne:		

1. The student understands the need and knows possibilities lifelong learning, of raising professional, personal and social competence; is able to justify the need of the learning through the entire life - [K2A_K01]
2. Student is aware of the interdisciplinary character of the knowledge from the range of ecology and management, as well as the skill of solving composite organizational problems and forms interdisciplinary teams - [K2A_K06]

Sposoby sprawdzenia efektów kształcenia

Forming assessment:

basing on questions asked during the lecture, which refer to previous lectures on the subject.

Final assessment

final test checking the total of knowledge on the subject and presentation of the chosen topic

Treści programowe

The program of the subject encloses a review of management in the area of e-business, with special attention to chosen spheres of activity. The program includes: the review of notions connected with e-commerce; mechanisms, instruments and dependencies within the area of e-commerce; retail sales via Internet; business-to-business e-commerce; e-supply, supply chains management; e-government and e-learning; consumer-to-consumer e-commerce; remote processing; Web 2.0 environment and social networks; fulfilling order and other services supporting e-commerce; e-commerce strategy and possibilities for implementations.

In addition, the subject take under consideration possibilities of planning strategy management in e-business and it focuses of presenting its various spheres.

Literatura podstawowa:

1. Afuah A., Tuci Ch.L Biznes internetowy. Strategie i modele Oficyna Ekonomiczna Kraków 2003.
2. Norris M. West S E-Biznes Wydawnictwo KiŁ Warszawa, 2001.
3. Crowder D., Crowder R. Tworzenie stron WWW. Biblia Wydawnictwo Helion Gliwice, 2002
4. Lis M., JavaScript. Ćwiczenia praktyczne. Wydawnictwo Helion Gliwice 2002
5. Turban E., Lee J.K., King D., Liang T.P., Turban D. Electronic Commerce - A Managerial Perspective. Prentice Hall 2010
6. Chaffey D., E-Business and E-Commerce Management Strategy, Implementation and Practice, Prentice Hall 2011

Literatura uzupełniająca:

1. Yee A., Apte A., Integrating Your e-Business Enterprise, Sams 2001

Bilans nakładu pracy przeciętnego studenta

Czynność	Czas (godz.)
1. Preparation of the chosen topic	10
2. Preparation to the final test	13
3. Lectures	15
4. Consultations	10
5. Final test - exam	2

Obciążenie pracą studenta

forma aktywności	godzin	ECTS
Łączny nakład pracy	125	5
Zajęcia wymagające bezpośredniego kontaktu z nauczycielem	77	3
Zajęcia o charakterze praktycznym	55	2