

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject E-business		Code 1011102321011160675
Field of study Management - Full-time studies - Second-cycle	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 2
Elective path/specialty Corporate Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences Technical sciences		ECTS distribution (number and %) 2 100% 2 100%
Responsible for subject / lecturer: dr inż. Krzysztof Hankiewicz email: krzysztof.hankiewicz@put.poznan.pl tel. 616653408 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Basic knowledge of computer science, economics and management sciences.
2	Skills	Interpret and describe the fundamental rights and the processes that affect the company's operations.
3	Social competencies	Awareness of the social context of business activities and an understanding of basic social phenomena.
Assumptions and objectives of the course: Students should obtain the knowledge of the main problems connected with theory and practice of e-business and e-commerce management.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Student has knowledge about informative-decision management process and models of taking managerial decisions - [K2A_W03]		
2. Student knows in depth the methods and tools modeling of information processes - [K2A_W08]		
3. Wpisz tekst lub adres witryny albo przetłumacz dokument. Anuluj Przykład użycia ??: przetłumaczone automatycznie przez Google polski angielski niemiecki The student has knowledge about the processes that change the organizational structure and management of these changes - [K2A_W15]		
Skills:		
1. Student is able to properly analyze the causes and processes and social phenomena, formulate own opinions on the subject and prepare simple hypotheses and verify them - [K2A_U03]		
2. Student has the ability to use their knowledge in various areas and forms, enhanced by a critical analysis of the effectiveness and suitability of applied knowledge - [K2A_U06]		
3. Student can explore informations, put them in order, analyse and present - [K2A_U07]		
Social competencies:		

<p>1. Student can work in team - [K2A_K02]</p> <p>2. Student is able to see the effects of implementing the goals and to assess the importance of alternative solutions - [K2A_K03]</p> <p>3. Student is aware of the interdisciplinary knowledge and skills needed to solve complex problems of the organization and the need of create interdisciplinary teams - [K2A_K06]</p>
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Assessment methods of study outcomes		
Written test Presentation of selected problem		
Course description		
<p>The course will provide an overview of how to manage e-business strategy planning and focus on selecting different e-business areas. Study curriculum include: overview of e-commerce; mechanisms, tools, and impacts of e-commerce; Internet consumer retailing; retailing of products and services in e-commerce; business-to-business e-commerce; e-procurement; supply chain management; e-government and e-learning; consumer-to-consumer commerce; mobile computing; pervasive computing; Web 2.0 environment and social networks; e-commerce support services; fulfilling e-commerce orders and other e-commerce support services; e-commerce strategy and implementation</p> <p>Moreover the course will provide an overview of how to manage e-business strategy planning and focus on selecting different e-business areas.</p>		
Basic bibliography:		
<p>1. Turban E., Lee J.K., King D., Liang T.P., Turban D. Electronic Commerce - A Managerial Perspective. Prentice Hall 2010</p> <p>2. Chaffey D., E-Business and E-Commerce Management Strategy, Implementation and Practice, Prentice Hall 2011</p>		
Additional bibliography:		
<p>1. Yee A., Apte A., Integrating Your e-Business Enterprise, Sams 2001</p>		
Result of average student's workload		
Activity	Time (working hours)	
1. Participation in lectures	15	
2. Preparation for lectures test	5	
3. Preparation of presentation	5	
4. Discussion of problems	2	
Student's workload		
Source of workload	hours	ECTS
Total workload	27	2
Contact hours	17	2
Practical activities	7	1