

| STUDY MODULE DESCRIPTION FORM | | |
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| Name of the module/subject (-) | | Code 1011102321011115170 |
| Field of study Management - Full-time studies - Second-cycle | Profile of study (general academic, practical) (brak) | Year /Semester 1 / 2 |
| Elective path/specialty Production and Operations 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: 15 Laboratory: - Project/seminars: - | | No. of credits 3 |
| 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 social sciences Economics | | ECTS distribution (number and %) 3 100% 3 100% |
| Responsible for subject / lecturer: Dr inż. Katarzyna Grzybowska email: katarzyna.grzybowska@put.poznan.pl tel. 061 665 33 74 Faculty of Engineering Management 60-965 Poznań ul. Strzelecka 11 | | Responsible for subject / lecturer: Dr inż. Katarzyna Grzybowska email: katarzyna.grzybowska@put.poznan.pl tel. 061 665 33 74 Faculty of Engineering Management 60-965 Poznań ul. Strzelecka 11 |
| Prerequisites in terms of knowledge, skills and social competencies: | | |
| 1 | Knowledge | has a basic knowledge of marketing, management and organizational processes in the enterprise |
| 2 | Skills | can describe and analyze the economic and social phenomena of national marketing can use the methods and instruments of national marketing |
| 3 | Social competencies | Recognizes the importance of ethics in marketing |
| Assumptions and objectives of the course: introduce students with the problems of logistics customer service, to develop skills in operating (current) management of logistics customer service | | |
| Study outcomes and reference to the educational results for a field of study | | |
| Knowledge: | | |
| 1. The student has knowledge of the mechanism of the impact of logistics customer service. - [[K2A_W08]] | | |
| 2. The student can explain basic definitions of logistics customer service - [[K2A_W09]] | | |
| Skills: | | |
| 1. The student can prepare application documents, to interview, to identify, assess functioning in the organization of logistics customer service - [[K2A_U02]] | | |
| 2. has self-study ability and comprehends it - [[K1A_U05]] | | |
| 3. Ability to formulate and analyse logistics customer service problems influencing enterprise management - [[K2A_U06]] | | |
| 4. Ability to propose the solution of logistics customer service problems - [[K2A_U07]] | | |
| Social competencies: | | |
| 1. Awareness of logistics customer service self education need. - [[K1A_K01]] | | |
| 2. The student understands and recognizes the need for logistics customer service. - [[K2A_K02]] | | |
| 3. Responsibility for own work and team - [[K2A_K03]] | | |
| 4. The student is able to recognize and interpret the relationships between employees of the organization. - [[K2A_K04]] | | |
| 5. The student can give a range of tasks and goals - [[K2A_K06]] | | |

| Assessment methods of study outcomes | | |
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| current check of the acquired knowledge and skills learnt during lectures Lecture completed a written test. | | |
| Course description | | |
| the essence of logistics customer service rules for the organization of logistics customer service components of logistics customer service measures and ways to measure the level of customer service logistics logistics functions within the logistics customer service | | |
| Basic bibliography: | | |
| 1. Christopher M., Peck H Logistyka marketingowa PWE Warszawa 2005 2. Coyle J.J., Bardi E.J., Langley C.J Zarządzanie logistyczne PWE Warszawa 2002 3. Kempny D Logistyczna obsługa klienta PWE Warszawa 2001 | | |
| Additional bibliography: | | |
| 1. Pfohl H.-Ch Systemy logistyczne. Podstawy organizacji i zarządzania Biblioteka Logistyka Poznań 1998 2. Krawczyk S. Logistyka w zarządzaniu marketingiem Wydawnictwo AE we Wrocławiu Wrocław 1998 | | |
| Result of average student's workload | | |
| Activity | Time (working hours) | |
| 1. Lectures | 15 | |
| 2. Participation in exercises | 15 | |
| 3. Prepare for Training | 12 | |
| 4. Consultations | 10 | |
| 5. Preparing to pass the lectures | 20 | |
| 6. Test | 3 | |
| Student's workload | | |
| Source of workload | hours | ECTS |
| Total workload | 75 | 3 |
| Contact hours | 43 | 1 |
| Practical activities | 15 | 0 |