

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 Enterprise 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 social sciences Economics		ECTS distribution (number and %) 2 100% 2 100%
Responsible for subject / lecturer: dr inż. Andrzej Borucki email: andrzej.borucki@put.poznan.pl tel. 616653371 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student has a basic knowledge from the computer science, economics and management.
2	Skills	The student is able to interpret and to describe basic rights and processes affecting the activity of the company.
3	Social competencies	The student is aware of the social context of the activity of companies as well as understands basic social phenomena.
Assumptions and objectives of the course: 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.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
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]		
Skills:		
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]		
Social competencies:		

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]

Assessment methods of study outcomes

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

Course description

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.

Basic bibliography:

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

Additional bibliography:

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

Result of average student's workload

Activity	Time (working hours)
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

Student's workload

Source of workload	hours	ECTS
Total workload	50	2
Contact hours	27	1
Practical activities	23	1