

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Logistic customer service		Code 1011105321011115170
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) general academic	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) part-time	
No. of hours Lecture: 10 Classes: 10 Laboratory: - Project/seminars: -		No. of credits 3
Status of the course in the study program (Basic, major, other) other		(university-wide, from another field) university-wide
Education areas and fields of science and art		ECTS distribution (number and %)
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 Poznańul.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 Poznańul.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. has knowledge of methods and tools for modeling decision processes and segmentation of buyers - [K2A_W08] 2. has knowledge of techniques and methods of maintaining durable relationships with clients and their influence on modeling decision processes - [K2A_W09]		
Skills: 1. can segment the target audience - [K2A_U02] 2. can describe the life cycle of the customer and determine the life value of the customer - [K2A_U05] 3. use techniques and methods to acquire information for customer relationship management - [K2A_U06] 4. has the ability to independently propose solutions to a specific management problem and to conduct a resolution procedure, in this regard - [K2A_U07]		
Social competencies: 1. is aware of the need for continuing education in the field of marketing, especially in the area of customer relationship management - [K2A_K01] 2. is aware of the importance of decisions in the area of customer relationship management - [K2A_K02] 3. can you see causal relationships? Resulting in the attainment of goals and ranking the importance of alternative or competitive tasks - [K2A_K03] 4. can do both in his professional and personal life in an entrepreneurial way - [K2A_K04] 5. can apply in the professional and personal life the ability of creative and innovative conduct - [K2A_K06] 6. is able to use ICT in a conscious and effective way for the purposes of customer relationship management - [K2A_K07]		

Assessment methods of study outcomes	
<p>Formative assessment: current check of the acquired knowledge and skills learnt during lectures Within the scope of the exercises: on the basis of an assessment of the current progress of tasks (self and in groups, expression of opinions) Lectures: based on answers to questions about the material discussed in the lectures</p> <p>Collective assessment: a test based written exam within exam session Within the scope of the exercises: on the basis of public presentation on the subject; a written test of the converted material Lectures: Written answer to open questions; a minimum of 60% points;</p>	
Course description	
<ol style="list-style-type: none"> 1. The essence of logistic customer service process 2. Needs and expectations of customers 3. Customer service strategies 4. Customer service and marketing 5. Maintaining a stable relationship with the customer 6. Logistic customer service in the Internet era 7. Ways to acquire information for customer relationship management 8. Logistic Customer Support Indicators <p>Didactic methods In lectures: <ol style="list-style-type: none"> 1. Information lecture 2. Conversational lecture In the field of self-employment: <ol style="list-style-type: none"> 1. Working with a book In the scope of exercises: <ol style="list-style-type: none"> 1. The exercise method - case method 2. Demonstration method 3. Guided text method 4. Simulation method 5. Discussion </p>	
<p>Basic bibliography:</p> <ol style="list-style-type: none"> 1. Kramarz M., Elementy logistyczne obsługi klienta w sieciach dystrybucji, Difin, Warszawa, 2014 2. Kempny D., Logistyczna obsługa klienta, PWE, Warszawa, 2001 3. Grzybowska K., Strategie zakupowe, Wydawnictwo Politechniki Poznańskiej, Poznań, 2011 4. Rutkowski K. (red.): Logistyka dystrybucji. Szkoła Główna Handlowa w Warszawie, Warszawa 2005 5. Christopher M., Strategia zarządzania dystrybucją, Agencja Wydawnicza Placet, Warszawa 1996 6. Coyle J., Bardi E., Langley J., Zarządzanie logistyczne, PWN, Warszawa, 2002 7. Christopher M., Peck H., Logistyka marketingowa, PWE, Warszawa, 2005 	
<p>Additional bibliography:</p> <ol style="list-style-type: none"> 1. Christopher M., Strategia zarządzania dystrybucją, Agencja Wydawnicza Placet, Warszawa 1996 2. Zemke R., Jak zapewnić znakomitą obsługę klientów, Wolters Kluwer, Gliwice, 2000 	
Result of average student's workload	
Activity	Time (working hours)

1. Lectures	10	
2. Participation in exercises	10	
3. Consultations	10	
4. Prepare for Training	20	
5. Preparing to pass the lectures	20	
6. Assessment of lectures	3	
7. Discussion of the results of assessment of lectures	2	
Student's workload		
Source of workload	hours	ECTS
Total workload	75	3
Contact hours	35	2
Practical activities	10	0