

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Logistic customer service</b>		Code <b>1011102321011115170</b>
Field of study <b>Engineering Management - Full-time studies -</b>	Profile of study (general academic, practical) <b>general academic</b>	Year /Semester <b>1 / 2</b>
Elective path/specialty <b>Production and Operations Management</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>elective</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>15</b> Classes: <b>15</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>3</b>
Status of the course in the study program (Basic, major, other) <b>other</b>		(university-wide, from another field) <b>university-wide</b>
Education areas and fields of science and art <b>technical sciences</b>		ECTS distribution (number and %) <b>3 100%</b>
<b>Responsible for subject / lecturer:</b> Dr inż. Katarzyna Grzybowska email: katarzyna.grzybowska@put.poznan.pl tel. 061 665 33 74 Faculty of Engineering Management 60-965 Poznańul.Strzelecka 11		<b>Responsible for subject / lecturer:</b> Dr inż. Katarzyna Grzybowska email: katarzyna.grzybowska@put.poznan.pl tel. 061 665 33 74 Faculty of Engineering Management 60-965 Poznańul.Strzelecka 11
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	has a basic knowledge of marketing, management and organizational processes in the enterprise
2	<b>Skills</b>	can describe and analyze the economic and social phenomena of national marketing can use the methods and instruments of national marketing
3	<b>Social competencies</b>	Recognizes the importance of ethics in marketing
<b>Assumptions and objectives of the course:</b> introduce students with the problems of logistics customer service, to develop skills in operating (current) management of logistics customer service		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
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]		
<b>Skills:</b>		
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]		
<b>Social competencies:</b>		
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]		

<b>Assessment methods of study outcomes</b>	
<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>	
<b>Course description</b>	
<ol style="list-style-type: none"> <li>1. The essence of logistic customer service process</li> <li>2. Needs and expectations of customers</li> <li>3. Customer service strategies</li> <li>4. Customer service and marketing</li> <li>5. Maintaining a stable relationship with the customer</li> <li>6. Logistic customer service in the Internet era</li> <li>7. Ways to acquire information for customer relationship management</li> <li>8. Logistic Customer Support Indicators</li> </ol> <p>Didactic methods  In lectures:  <ol style="list-style-type: none"> <li>1. Information lecture</li> <li>2. Conversational lecture</li> </ol> In the field of self-employment:  <ol style="list-style-type: none"> <li>1. Working with a book</li> </ol> In the scope of exercises:  <ol style="list-style-type: none"> <li>1. The exercise method - case method</li> <li>2. Demonstration method</li> <li>3. Guided text method</li> <li>4. Simulation method</li> <li>5. Discussion</li> </ol> </p>	
<p><b>Basic bibliography:</b></p> <ol style="list-style-type: none"> <li>1. Kramarz M., Elementy logistyczne obsługi klienta w sieciach dystrybucji, Difin, Warszawa, 2014</li> <li>2. Kempny D., Logistyczna obsługa klienta, PWE, Warszawa, 2001</li> <li>3. Grzybowska K., Strategie zakupowe, Wydawnictwo Politechniki Poznańskiej, Poznań, 2011</li> <li>4. Rutkowski K. (red.): Logistyka dystrybucji. Szkoła Główna Handlowa w Warszawie, Warszawa 2005</li> <li>5. Christopher M., Strategia zarządzania dystrybucją, Agencja Wydawnicza Placet, Warszawa 1996</li> <li>6. Coyle J., Bardi E., Langley J., Zarządzanie logistyczne, PWN, Warszawa, 2002</li> <li>7. Christopher M., Peck H., Logistyka marketingowa, PWE, Warszawa, 2005</li> </ol>	
<p><b>Additional bibliography:</b></p> <ol style="list-style-type: none"> <li>1. Christopher M., Strategia zarządzania dystrybucją, Agencja Wydawnicza Placet, Warszawa 1996</li> <li>2. Zemke R., Jak zapewnić znakomitą obsługę klientów, Wolters Kluwer, Gliwice, 2000</li> </ol>	
<b>Result of average student's workload</b>	
Activity	Time (working hours)

1. Lectures	15	
2. Participation in exercises	15	
3. Consultations	15	
4. Prepare for Training	10	
5. Preparing to pass the lectures	10	
6. Assessment of lectures	3	
7. Discussion of the results of assessment of lectures	2	
<b>Student's workload</b>		
<b>Source of workload</b>	<b>hours</b>	<b>ECTS</b>
Total workload	70	3
Contact hours	50	2
Practical activities	15	0