

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>E-business</b>		Code <b>1011105221011160675</b>
Field of study <b>Corporate Management - Part-time studies -</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>1 / 2</b>
Elective path/specialty <b>Corporate 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>part-time</b>	
No. of hours Lecture: <b>10</b> Classes: <b>-</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>technical sciences</b>		ECTS distribution (number and %) <b>2 100%</b>
<b>Responsible for subject / lecturer:</b>  dr inż. Joanna Kałowska email: joanna.kalkowska@put.poznan.pl tel. 616653372 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	The student has a basic knowledge from the computer science, economics and management.
2	<b>Skills</b>	The student is able to interpret and to describe basic rights and processes affecting the activity of the company.
3	<b>Social competencies</b>	The student is aware of the social context of the activity of companies as well as understands basic social phenomena.
<b>Assumptions and objectives of the course:</b> 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.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
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]		
<b>Skills:</b>		
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]		
<b>Social competencies:</b>		

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. Borucki A. (2012). E-Biznes. Wydawnictwo Politechniki Poznańskiej. Poznań.
2. Szpringer W. (2012). Innowacyjne modele e-biznesu. Difin. Warszawa.
3. Dąbrowska A., Janoś-Kresło M., Wódkowski A. (2009). E-usługi a społeczeństwo informacyjne. Difin. Warszawa.
4. Olszak C.M., Ziemia E. (2007). Strategie i modele gospodarki elektronicznej. PWN. Warszawa.
5. Szpringer W. (2005). Prowadzenie działalności gospodarczej w Internecie. Difin. Warszawa.
6. Kolbusz E., Olejniczak W., Szyjewski Z. (2005). Inżynieria systemów informatycznych w e-gospodarce. PWE. Warszawa.

### Additional bibliography:

1. Crowder D., Crowder R. Tworzenie stron WWW. Biblia Wydawnictwo Helion Gliwice, 2002
2. Afuah A., Tuci Ch.L Biznes internetowy. Strategie i modele Oficyna Ekonomiczna Kraków 2003
3. Norris M. West S E-Biznes Wydawnictwo KiŁ Warszawa, 2001

### Result of average student's workload

Activity	Time (working hours)
1. Lectures	10
2. Consultations	20
3. Own work	16
4. Test	4

  

Student's workload		
Source of workload	hours	ECTS
Total workload	50	2
Contact hours	30	1
Practical activities	20	1