

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject E-commerce		Code 1011102221011105115
Field of study Corporate Management - Full-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 2
Elective path/specialty Corporate 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 technical sciences Technical sciences		ECTS distribution (number and %) 2 100% 2 100%
Responsible for subject / lecturer: dr inż. Joanna Kalkowska email: joanna.kalkowska@put.poznan.pl tel. 616653372 Wydział Inżynierii Zarządzania ul. Strzelecka 11, 60-965 Poznań		Responsible for subject / lecturer: dr inż. Krzysztof Hankiewicz email: krzysztof.hankiewicz@put.poznan.pl tel. 616653408 Wydział Inżynierii Zarządzania ul. Strzelecka 11, 60-965 Poznań
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Knowledge from the range of the lecture on Computer science from the first cycle of studies
2	Skills	Efficient use of IT instruments
3	Social competencies	Ability to work in a team
Assumptions and objectives of the course: Presentation of knowledge in the technology and the organization of the e-commerce and different presentations of their models in practice		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Student should know a range of terms from the range of ecology, instruments of the environmental policy, risks for the biosphere, risks and rights for the ecological development as well as relations between work and natural environment - [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: active participation in classes Final assessment: written exam (test), at least 55% correct answers is required.		
Course description		
e-commerce in Poland and in the world differences between the traditional but electronic trade models of the e-commerce Digital products Digital signature safety of electronic transactions marketing in the Internet portals and internet commercial centers vertical and horizontal markets integration of the application of the e-commerce with the inventory management ASP services in e-commerce examples of the application for managing the e-commerce.		
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-Kreso 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	15	
2. Preparation for lectures	10	
3. Preparation for the final assessment	8	
4. Consultations	15	
5. Final assessment	2	
Student's workload		
Source of workload	hours	ECTS
Total workload	50	2
Contact hours	25	1
Practical activities	20	1