



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Internet applications for business [N2Inf1-IWPB>ZIB]

Course

Field of study

Computing

Year/Semester

1/2

Area of study (specialization)

Information Technology in Business Processes

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

part-time

Requirements

compulsory

Number of hours

Lecture

16

Laboratory classes

16

Other

0

Tutorials

0

Projects/seminars

0

Number of credit points

4,00

Coordinators

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Lecturers

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Prerequisites

A student starting this subject should have basic knowledge of the principles of operation of the Internet and the so-called social media. Should have the ability to create static websites (HTML). He should have the ability to obtain information from indicated sources (including English speakers - at a basic level of language knowledge). He should also understand the need to expand his competences / be ready to cooperate within a team. Moreover, in terms of social competences, the student must demonstrate such attitudes as honesty, responsibility, perseverance, cognitive curiosity, creativity, personal culture, respect for other people.

Course objective

1. Provide students with knowledge about the possible applications of the Internet in the business activities of small and medium-sized enterprises 2. Developing students' skills of a creative and, at the same time, critical approach to the use of Internet resources. 3. Shaping students' skills to use free Internet tools supporting the functioning of the company.

Course-related learning outcomes

Knowledge:

has ordered and theoretically founded general knowledge related to the applications of the Internet in business (K2st_W2)
has advanced detailed knowledge of the use of the Internet in business (K2st_W3)
has an orderly, theoretically founded general knowledge of the functioning of the Internet (K2st_W4)
has a theoretically founded detailed knowledge related to selected issues in the field of computer science, such as: electronic signature, the use of computing clouds (K2st_W5)
has knowledge of development trends and the most important new achievements in computer science and in selected related scientific disciplines (K2st_W6)

Skills:

is able to obtain information from literature and other sources (in the mother tongue and in English), integrate them, interpret and critically evaluate them, draw conclusions and formulate and exhaustively justify opinions (K2st_U1)
can use analytical, simulation and experimental methods to formulate and solve engineering tasks and simple research problems (K2st_U4)
is able to define the directions of further learning and implement the self-education process (K2st_U5)
can assess the usefulness and the possibility of using new achievements (methods and tools) and new IT products (K2st_U6)
is able to interact in a team, assuming different roles (K2st_U15)
can determine the directions of further learning and implement the process of self-education, including other people (K2st_U16)

Social competences:

understands that in the field of IT the knowledge and skills quickly become obsolete (K2st_K1)
understands the importance of using the latest knowledge in the field of computer science in solving research and practical problems (K2st_K2)

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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Formative assessment:

a) in the field of lectures:

- on the basis of involvement in the discussion during the lecture,

b) in the field of laboratories / exercises:

- based on the assessment of the implementation of individual tasks,

Summative assessment:

a) in the field of lectures, verification of the assumed learning outcomes is carried out by:

- assessment of the knowledge and skills shown in the written test, which consists of several closed (multiple-choice) and a few open questions of a problem nature. To pass the test, it is necessary to score at least half of the possible number of points,

- discussion of the test results,

b) in the field of laboratories, verification of the assumed learning outcomes is carried out by:

- assessment of knowledge and skills based on the performed laboratory tasks,

Obtaining additional points for activity during classes, especially for:

- proposing your own examples of practical applications of the Internet in business,

- the effectiveness of applying the acquired knowledge while solving a given problem,

- remarks related to the improvement of teaching materials,

- help in understanding the presented didactic material to other students.

Programme content

The course program assumes a discussion of the principles of operation of the modern Internet and social media, including its resources and tools, in order to use it for create own brand and business processes such as: creating company websites and your own portfolio, content positioning and advanced search, internet marketing, tools using AI technology, the most popular network protocols applications and their use.

Course topics

The lecture program covers the following topics:

- methods and tools for creating websites.
- online promotion, including selected aspects of website positioning,
- Internet advertising programs (Google Adwords).
- supporting remote work in distributed teams: group communication systems, software for taking control of the user's desktop, document management systems, project management, employee monitoring.
- selected GIS services (Geographic Information Systems) and their application in business.
- e-commerce, electronic banking (types, possibilities, threats), electronic payments (types of payments, method of execution),

Laboratory classes are carried out by students independently. The laboratory program covers the following topics:

- creating a sample website using CMS,
- basic methods and tools for positioning content on the Internet,
- project management and defining business processes,
- own hosting and use of basic network services,
- marketing materials based on AI tools.

Teaching methods

1. lecture: multimedia presentation, discussion, demonstration of the use of available tools.
2. laboratory classes: practical use of tools discussed during lectures, including: by using them in the created website.

Bibliography

Basic

1. Holik I., Prawne i praktyczne aspekty podpisu elektronicznego, Promotor, 2007
2. Lubasz D., Handel elektroniczny. Bariery prawne, Lexis Nexis, 2013.

Additional

1. Polański P., Prawo Internetu. Zbiór aktów prawnych, C.H.Beck, 2013.
2. Szczepaniak M., Wzorce wyszukiwania. Projektowanie nowoczesnych wyszukiwarek, Helion, 2011

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	32	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	68	2,50