Zał. nr 4 do ZW 64/2012

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| **FACULTY OF COMPUTER SCIENCE AND MANAGEMENT**  **SUBJECT CARD**  **Name in Polish Efektywne wykorzystanie internetu w biznesie**  **Name in English Effective techniques of using internet in business**  **Main field of study (if applicable): Management**  **Specialization (if applicable): Business Management**  **Level and form of studies: 1st level, full-time**  **Kind of subject: optional**  **Subject code EKZ1192**  **Group of courses NO** |

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|  | Lecture | Classes | Laboratory | Project | Seminar |
| Number of hours of organized classes in University (ZZU) | **30** | **15** |  |  |  |
| Number of hours of total student workload (CNPS) | **60** | **60** |  |  |  |
| Form of crediting | crediting with grade | crediting with grade |  |  |  |
| For group of courses mark (X) final course |  |  |  |  |  |
| Number of ECTS points | **2** | **2** |  |  |  |
| including number of ECTS points for practical (P) classes |  | **2** |  |  |  |
| including number of ECTS points for direct teacher-student contact (BK) classes | **1** | **0,5** |  |  |  |

\*delete as applicable

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| **PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**  no |

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| **SUBJECT OBJECTIVES**  C1 To acquaint students with advanced methods of use of the Internet in business.  C2 To present for students the essential from the point of view of business management models used in e-commerce. |

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| **SUBJECT EDUCATIONAL EFFECTS**  relating to knowledge:  PEK\_W01 The student knows and understands the essence of the concept of commercial online services, cloud-based management and the importance of the e-commerce environment.  PEK\_W02 The student understands the importance of Internet marketing and e-commerce in the company.  PEK\_W03 The student knows the basic models and processes in business management using the Internet  PEK\_W04 Students met online management systems in the enterprise sales channel.  relating to skills:  PEK\_U01 The student is able to analyze web service management processes, particularly in terms of economic aspects  relating to social competences:  PEK\_K01 The student is aware of the importance of effective management of the enterprise with the use of online tools in the practice of the organization and the use of such tools in the economy and in everyday life. |

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| **PROGRAMME CONTENT** | | |
| **Form of classes - lecture** | | **Number of hours** |
| Lec 1 | Internet - basic concepts, models of the market - introduction | 2 |
| Lec 2 | Electronic commerce - a field, classification, innovative solutions | 2 |
| Lec 3 | Methods of company promotion on the Internet using Web 2.0 class services and Web 3.0 | 2 |
| Lec 4 | Innovative logistics solutions for e-commerce | 2 |
| Lec 5 | Types of commercial websites and their quality assessment methods, principles of the construction of commercial Internet service | 2 |
| Lec 6 | Internet domain registration - the kinds of domains, types of DNS servers, domain positioning and their impact on business marketing channels | 2 |
| Lec 7 | Internet access methods in the enterprises in Poland and abroad, the software management in the cloud, the choice of effective hosting - cost optimization | 2 |
| Lec 8 | Online store construction and management methods for e-shop | 2 |
| Lec 9 | Integrated sales channels via the Internet | 2 |
| Lec 10 | Monitoring the website visits - inference and optimization, Google Analytics | 2 |
| Lec 11 | Selling abroad - an international e-business services, 7-step Ie-C | 2 |
| Lec 12 | Advanced e-business strategies | 2 |
| Lec 13 | Assortment management in e-commerce - optimization techniques | 2 |
| Lec 14 | SEO, SEM, Google Adwords | 2 |
| Lec 15 | Written test | 2 |
|  | Total hours | **30** |

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| **Form of classes - class** | | **Number of hours** |
| Cl 1 | Economic aspects of the use of the Internet in the enterprise – case studies | 2 |
| Cl 2 | Measurements of the effectiveness of marketing campaigns via the Internet - billing methods, performance indicators | 2 |
| Cl 3 | Catalogs of online stores; price comparison services - case studies | 2 |
| Cl 4 | Commercial aspects of social media, the F-commerce - case studies | 2 |
| Cl 5 | Google AdSense, the added value of the site and web-traffic monetization | 2 |
| Cl 6 | Behavioral recommendation systems, cross-selling - case studies | 2 |
| Cl 7 | Long tail Economy | 2 |
| Cl 8 | Written test | 1 |
|  | Total hours | **15** |

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| **Form of classes - laboratory** | | **Number of hours** |
| Lab 1 |  |  |
| Lab 2 |  |  |
| Lab 3 |  |  |
|  | Total hours |  |

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| **Form of classes - project** | | **Number of hours** |
| Proj 1 |  |  |
| Proj 2 |  |  |
| Proj 3 |  |  |
|  | Total hours |  |

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| **Form of classes - seminar** | | **Number of hours** |
| Sem 1 |  |  |
| Sem 2 |  |  |
| Sem 3 |  |  |
|  | Total hours |  |

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| **TEACHING TOOLS USED** |
| N1. Lecture information  N2. Multimedia presentations  N3. Internet database of information and knowledge.  N4. Case studies  N5. Practical exercises |

**EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT**

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| **Evaluation** (F – forming (during semester), P – concluding (at semester end) | Educational effect number | Way of evaluating educational effect achievement |
| F1 | PEK\_W01 –W04  PEK\_K01 | Written test |
| F2 | PEK\_W01 –W04  PEK\_U01  PEK\_K01 | Practical exercises  Participation in the discussion  Analysis of case studies  Presentation |
| P (for lecture) = F1  P (for classes) = F2 | | |

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| **PRIMARY AND SECONDARY LITERATURE** |
| **PRIMARY LITERATURE:**  [1] Brady R., Forrest E., Mizerski R., Marketing w Internecie, PWE Warszawa 2001  [2] Tkaczyk J., 2010, Zachowania konsumenckie w środowisku wirtualnym (on-line), w. S. Pilarski, M. Awdziej, M. Czaplicka, J. Tkaczyk, K. Zięba, Klient i Marketing, UWM, Olsztyn  [3] Markov Z., Larose D. T., 2009, Eksploracja zasobów internetowych. Analiza struktury, zawartości i użytkowania sieci WWW. Wydawnictwo Naukowe PWN, Warszawa.http://www.loc.gov/global/internet/inet-business.html,  [4] Zwass, V., 1996, Electronic commerce: Structures and issues. International, Journal of Electronic Commerce, 1, 3–23  **SECONDARY LITERATURE:**  [1] Guziur P., Marketing w Internecie. Strategie dla małych i dużych firm, Wydawnictwo Helion 2000  [2] Falk B., Internet - wyd. III, , Wydawnictwo Helion, 2001  [3] Kołodziejczyk W., 2010, Dropshipping (nie tylko dla e-biznesu) w: Szołtysek J., Jedliński, M. (red.) M. 2010, Logistyka – współczesne wyzwania, Wałbrzych, Wydawnictwo PWSZ Wałbrzych.  [4] Kim, D.J., 2012. An investigation of the effect of online consumer trust on expectation, satisfaction, and post-expectation. Information Systems and E-Business Management, 10:219–240. |
| **SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)** |
| **Grzegorz Chodak, grzegorz.chodak@pwr.edu.pl** |

MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT

**Effective techniques of using internet in business**

AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY **Management**

AND SPECIALIZATION **Business Management**

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| **Subject educational effect** | **Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)\*\*** | **Subject objectives\*\*\*** | **Programme content\*\*\*** | **Teaching tool number\*\*\*** |
| **PEK\_W01**  **(knowledge)** | K1\_ZARZ\_W07 | C1, C2 | Lec1-7 | N1, N2, N3,N4 |
| **PEK\_W02** | K1\_ZARZ\_W07 | C1, C2 | Lec8-9 | N1, N2, N3 |
| **PEK\_W03** | K1\_ZARZ\_W07 | C1 | Lec10-11 | N1, N2, N3 |
| **PEK\_W04** | K1\_ZARZ\_W07 | C2 | Lec12-15 | N1, N2, N3 |
| **PEK\_U01**  **(skills)** | K1\_ZARZ\_U03 | C1, C2 | Cl1- Cl8 | N1, N2, N3,N4,N5 |
| **PEK\_K01**  **(competences)** | K1\_ZARZ\_K01  K1\_ZARZ\_K06 | C1, C2 | Lec1-15  Cl1- Cl8 | N1, N2, N3,N4,N5 |