

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Communication Management in e-business		Code 101110533101118887
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Communication Management in	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time,part-time) part-time	
No. of hours Lecture: 10 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		ECTS distribution (number and %)
Responsible for subject / lecturer: dr Jakub Pawlak email: jakub.pawlak@put.poznan.pl tel. 61 665 33 89 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		Responsible for subject / lecturer: dr Jakub Pawlak email: jakub.pawlak@put.poznan.pl tel. 61 665 33 89 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Basic knowledge of marketing, management and computer science.
2	Skills	Can interpret and describe : events affecting the company, communication processes on the Internet. Able to assess the way of achieving goals while maintaining good relations with partners and colleagues.
3	Social competencies	He is aware of his knowledge in the field of communication sciences and organization and management as well as understand and analyze the main social phenomena associated with them.
Assumptions and objectives of the course: Mastery of knowledge and skills in the field of Internet communications and mobile.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Knows the way dredged methods and tools for process modeling information - [[K2A_W08]] 2. He knows the methods and tools for modeling decision-making processes - [[K2A_W09]] 3. Know with in depth methods of collecting data about the behavior of participants in foreign markets - [[K2A_W011]] 4. Has in-depth knowledge of the processes of change of organizational structures and management of these changes - [[K2A_W015]]		
Skills:		
1. Able to use theoretical knowledge to describe and analyze the causes and processes and phenomena of social (cultural, political , legal , economic) and able to formulate their own opinions and choose critical data and methods of analysis - [[K2A_U02]] 2. Can correctly analyze the causes and processes and phenomena of social (cultural, political , legal , economic), formulate their own opinions on the subject and put simple hypotheses and verify them - [[K2A_U03]] 3. Has the ability to use the acquired knowledge in different areas and forms, extended on a critical analysis of the effectiveness and suitability of applied knowledge - [[K2A_U06]]		
Social competencies:		
1. Has awareness of the importance of behavior in a professional manner, comply with professional ethics and respect for the diversity of views and cultures - [[K2A_K04]] 2. Is aware of interdisciplinary knowledge and skills needed to solve complex problems of organization and the need to create interdisciplinary teams - [[K2A_K06]]		

Assessment methods of study outcomes		
<p>Rating forming :</p> <p>a) in the field of exercise : on the basis of an assessment of the current progress of tasks</p> <p>b) in the range of lectures based on answers to questions concerning the material discussed in previous classes .</p> <p>Rating summary :</p> <p>a) in the range of exercises based on : (1) systematically completions tasks exercises + , (2) on the basis of the discussions held on the cast of tasks exercises + , (3) the form and quality of the prepared materials;</p> <p>b) in the range of lectures : (1) zaliczenie in the form of multiple-choice test , with answers , among which at least one answer is correct ; Each question is scored on a scale from 0 to 1 ; completion of the lectures is obtained after obtaining at least 55 % of points . (2) Discussion of the results of assessment .</p>		
Course description		
<ul style="list-style-type: none"> - The importance of Internet marketing and mobile technologies -Basics of communication in internet marketing and mobile - Influence of the mobile technology and the Internet on pricing products And selling and distribution using the Internet and mobile technologies - Online Communication -designing Campaign website and build Web sites and mobile applications - Development of network technologies and their impact on the practice of communicating the company with the business environment . 		
Basic bibliography:		
Additional bibliography:		
Result of average student's workload		
Activity	Time (working hours)	
1. Lecture	15	
2. Exercices	15	
3. Consultation exercises	4	
4. Prepare For Training	15	
5. Preparing to pass the course	9	
6. Discussion of the results of assessment	2	
Student's workload		
Source of workload	hours	ECTS
Total workload	60	2
Contact hours	36	1
Practical activities	30	1