



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Applications of the Internet in business

Course

Field of study

Computing

Area of study (specialization)

Informatyka w procesach biznesowych

Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

1/2

Profile of study

general academic

Course offered in

polish

Requirements

elective

Number of hours

Lecture

16

Laboratory classes

16

Other (e.g. online)

Tutorials

Projects/seminars

Number of credit points

4

Lecturers

Responsible for the course/lecturer:

dr hab. inż. Rafał Różycki, prof. PP

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Responsible for the course/lecturer:

Arkadiusz Zimniak, PhD

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Prerequisites

Learning outcomes of first-cycle studies as defined in the Resolution of the Senate of the PP

A student starting this course should have the ability to obtain information from the indicated sources.

He should also understand the need to expand his competences. Moreover, in terms of social competences, the student must present 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:

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 lecture program covers the following topics:

CMS tools for creating websites.

The method of carrying out the search process on the Internet (based on google.com), unusual search engines

Promotion on the Internet, including selected aspects of website positioning, advertising programs on the Internet (Google Adwords);

Supporting remote work in distributed teams: group communication systems, software for taking control over the user's desktop, document management systems, project management, employee monitoring;

Government internet information systems (ePUAP, medical information systems,...).

Selected GIS (Geographic Information Systems) services and their application in business.

Ecommerce, electronic banking (types, possibilities, threats), electronic payments (types of payments, method of implementation),



Laboratory classes are conducted in the form of eight 2-hour exercises, held in the laboratory. Classes are carried out by students independently. The laboratory program covers the following topics:

Creating a sample company website, advanced search, use of Google Search Console and Google Analytics, groupware tools, certificates and electronic signature, secure e-mail, practical use of GIS systems.

Teaching methods

1. lecture: multimedia presentation, demonstration of the use of available tools.
2. laboratory exercises: practical use of the available tools, including by applying them to the website you are creating

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	102	4,0
Classes requiring direct contact with the teacher	34	1,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	68	2,5

¹ delete or add other activities as appropriate