

Information systems management - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Information systems management
Kod przedmiotu	11.9-WE-INFP-InfSysManag-Er
Wydział	Wydział Informatyki, Elektrotechniki i Automatyki
Kierunek	Informatyka
Profil	ogólnoakademicki
Rodzaj studiów	Program Erasmus
Semestr rozpoczęcia	semestr zimowy 2017/2018

Informacje o przedmiocie	
Semestr	5
Liczba punktów ECTS do zdobycia	5
Typ przedmiotu	obowiązkowy
Język nauczania	angielski
Sylabus opracował	- dr hab. inż. Wiesław Miczulski, prof. UZ - dr inż. Łukasz Sobolewski

Formy zajęć					
Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Wykład	30	2	-	-	Egzamin
Laboratorium	30	2	-	-	Zaliczenie na ocenę

Cel przedmiotu

- acquaint students with the scope of using information systems in business management,
- acquaint students with the basic concepts of management information systems,
- acquaint students with the scope of using E-Business and E-Commerce systems in the enterprise,
- shaping basic skills in the practical construction of systems supporting customer relationship management in the enterprise.

Wymagania wstępne

Databases, Software engineering, Object-oriented programming.

Zakres tematyczny

Introduction: The scope of Management Information Systems. Classification of Management Information Systems. Transactional and analytical information systems. Analysis and design of information flows. The lifecycle of Management Information Systems. The evolution of a Management Information Systems in Poland and worldwide. Structure of Management Information Systems – case study.

Manufacturing Management Systems: Material flow in firm. Warehouse management. MRP, MRP II – methods and implementation. MRP and MRP II - software architectures and technologies. Data transmission from SCADA to Management Information Systems. Examples of MRP II systems - comparison and analysis of functions.

Information Systems In Logistic: Kanban. JIT - method and implementation. SCM - Supply chain management. Architecture of Logistic Information Systems (LIS). Examples of LIS - comparison and analysis of functions.

Financial Management Information Systems: Definition – Credit side, Debit side, capital assets, statement of financial position. The flow of financial information in firm. Structure of book of account – example of implementation.

Customer Relationship Management (CRM): CRM in firm, connections to other systems. CRM structure. CRM implementation.

E-Business and E-Commerce, basis: B2B, B2C, C2C. Digital marketplace. History of E-Business. Statistical Data - Internet in Poland, E-Commerce in Poland. Internet Sales in Poland and worldwide.

E-Business Models. E-Business Architecture (levels). The basic categories of business models: Brokerage, Advertising, Infomediary, Merchant, Manufacturer (Direct), Affiliate, Community, Subscription, Utility. E-business models by degree of functional integration and innovation. E-business models by degree of the power relationship (on the buyer or the seller side). Business and Information Architecture.

The Electronic Shops: Advantages and disadvantages. Traditional and Electronic process of selling. Statistical data – clients of electronic shop.

M-Business. M-Business, structure of application,

Phases of E-Business systems implementation: How to choose right solution. Techniques of implementation. Planning and monitoring of implementation processes. Outsourcing of software and hardware.

Internet payment methods: Macro, Mini and Micro payments. Credit card payments. E-Cash Smart Card and others. Classification of payments method for mobile systems. M-Payments. Security of payments over Internet.

Internet Marketing: Customer Relationship Management and Internet. How Internet Search Engines Work. SEO (Search engine optimization). Internet and advertising – techniques, choosing, measurement of efficiency. Web Stats. Social networking services. Tools for measuring the effectiveness of marketing campaigns.

Metody kształcenia

Lecture, laboratory exercises.

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
Can explain the differences between indicated electronic business models		egzamin - ustny, opisowy, testowy i inne	Wykład
Can characterize in a general way particular groups of business management IT systems		egzamin - ustny, opisowy, testowy i inne	Wykład
Is able to design and build a simple CRM system used to support contacts between the company and business partners		- obserwacja i ocena aktywności na zajęciach - obserwacje i ocena umiejętności praktycznych studenta - wykonanie sprawozdań laboratoryjnych	Laboratorium
Can prepare a selection and implementation plan management information system in an enterprise		- obserwacja i ocena aktywności na zajęciach - obserwacje i ocena umiejętności praktycznych studenta - wykonanie sprawozdań laboratoryjnych	Laboratorium
Can work and communicate in a team		obserwacja i ocena aktywności na zajęciach	Laboratorium

Warunki zaliczenia

Lecture – obtaining a positive grade from exam.

Laboratory – the passing condition is to obtain positive marks from all laboratory exercises to be planned during the semester.

Calculation of the final grade: lecture 50% + laboratory 50%

Literatura podstawowa

1. Laudon K.C., Laudon J., *Essentials of Management Information Systems* (10th Edition), Prentice-Hall, Inc., 2012.
2. Laudon K.C., Laudon J.P.: *Management Information Systems: Managing the Digital Firm*, Prentice-Hall, Inc., 2007.
3. Dyché J.: *The CRM Handbook: A Business Guide to Customer Relationship Management*, Addison-Wesley, 2002.
4. Kotler P.: *Marketing Management*, Prentice Hall; 2006.
5. Sheikh K.: *Manufacturing Resource Planning (MRP II) with Introduction to ERP, SCM, and CRM*, McGraw-Hill Professional, 2002.

Literatura uzupełniająca

Uwagi

Zmodyfikowane przez dr hab. inż. Wiesław Miczulski, prof. UZ (ostatnia modyfikacja: 04-05-2017 14:34)

Wygenerowano automatycznie z systemu SylabUZ