COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title:	**2.** Course code:
in Polish / in English Business Information Systems	Number of ECTS credits: 5 Course completion mode: E Course commenced / Year 20119/2020

3. Major:E-commerce

4. Department of major coordinator: Department of Market and Consumption

5. Name of course instructor:
Lecture Prof. Celina M. Olszak Ph.D., D.Sc.
Classes M.Sc. Arkadiusz Kisiołek
Lab classes …
Examiner Prof. Celina M. Olszak Ph.D., D.Sc.

6. Department of course instructor: Department of Business Informatics

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	15	0
classes	30	0
foreign language classes	0	0
lab classes	0	0
seminars	0	0
e-learning	0	0
other	0	0
Total hours	45	0
examination (hours)	1	0

8. Course timeframe - no. of semesters: 1

Course commencement / Year 1

Course commencement / Semester 1

9. Level of tertiary education: II	**10.** Course status
	☐ x Compulsory for the major… ☐ Compulsory for the specialization … ☐ Elective …

11. Course prerequisites
Compulsory: -
Recommended:-

12. Course objectives:

The aim of the course is to provide students with knowledge of business digitization, creating innovative business models using different information technologies and various types of business information systems (BIS). Students gain knowledge about the specifics of the possibilities of the latest information technologies and their role in supporting business decisions, improving customer relationships, creating competitive advantage as well as developing new business strategies. Students are familiarized with various types of BIS, in particular: decision support systems, customer and supplier relationship management systems, knowledge management systems and integrated management information systems. As part of this subject, students also develop practical skills, consisting in modeling business processes focused on, among others for effective customer relationship management.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Computer lab	Work in a computer laboratory using specialized software for modeling management processes with clients	15	0
2.	Preparation of project	Teamwork in developing a project for customer relationship management based on selected examples	15	0
3.	Active lecture using multimedia techniques	Multimedia techniques are used to present examples illustrating theoretical problems analyzed (charts, tables, fragments of source materials, photos).	8	0
4.	Active lecture	Case study presentations, discussions	7	0
Total			AS: 45	AN: 0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Preparation of project	Preparation of initial assumptions regarding the customer relationship management project, conceptualization of assumptions and preparation of the final report	30	0
2.	Praca grupowa nad studium przypadku	Searching for practical cases of solutions and their analysis	20	0

3.	Work with computer	Analysis of online resources, online reports from seminars and scientific conferences	15	0
4.	Case studies with literature	Literature analysis of business support systems and digitization	15	0
	Total		BS: 80	BN: 0

Total AS+BS = 125   Total AN+BN = 0
Examination (E) = 1   Examination (E) =0
Total AS+BS+E= 126   Total AN+BN+E = 0

14. Key words:

15. Course content:

Lecture: 1. Business digitization 2. Business information systems 3. Decision support systems 4. Customer relationship management systems 5. Supply chain management systems 6. Integrated management systems 7. Knowledge management systems 8. Implementing IT systems in business 9. Directions of business support systems development.

Exercises: 1. Work with selected customer relationship management software. 2. Development of team projects related to customer relationship management on selected examples. 3. Presentation of developed project assumptions and discussion.

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
Knowledge			
ECe2_W04#	Student knows and understands the problems and challenges of digitizing modern business. It thoroughly characterizes various types of business support systems using information technologies	Exam: Open-ended questions, team Project	Exam tasks
Skills			
ECe2_U09#	Student is able to cooperate in a project team and analyze and evaluate alternative solutions for business support using information technology	Team project	Report
Social competences			
ECe2_K02#	Student is able to consult experts in case of difficulties with independent formulation of project assumptions and their further refinement	Presentation of project	Report

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Exam	Open - ended questions, Team project	50%
2.	Ocena z ćwiczeń	Team Project and presentation	50%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:
1. Systemy e-commerce. Technologie internetowe w biznesie. Praca zbiorowa pod redakcją C. M. Olszak. AE, Katowice 2004.
2. 2. Paige Balzan, Business Driven Information Systems, Mc Graw Hill Education, 2016.

Suggested readings:
1. Olszak C.M. (red.): Systemy e-commerce. Technologie internetowe w biznesie. AE, Katowice 2004.
   Business Information Systems (2013), ed.by P. Beynon-Davies, Red Globe Press, 2013.
2. Olszak C.M. (2016), Toward better understanding and use of Business Intelligence in organizations. "Information Systems Management", Taylor & Francis, Vol. 33, No. 2, pp. 105-123, http://dx.doi.org/10.1080/10580530.2016.1155946. 3. Olszak C.M.,
3. Kisielnicki J. (2016), Organizational Creativity and IT-based Support, International Journal of an Emerging Transdiscipline, Vol. 19, pp. 103-123, http://www.inform.nu/Articles/Vol19/ISJv19p103-123Olszak2551.pdf.
4. Olszak C.M., Kisielnicki J. (2018), A conceptual framework of information systems for organizational creativity support. lessons from empirical investigations, Information Systems Management, Vol. 35, No. 1, pp. 29-48, https://doi.org/10.1080/10580530.2017.1416945

19. Language of instruction:
English

20. Course instructors' recommendations:

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