

**Subject card**

<b>Subject name and code</b>	Electronic Management Systems, PG_00199257						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2028/2029		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Olga Dębicka				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		2.0		33.0	50
<b>Subject objectives</b>	The purpose of the course is to introduce students to modern IT solutions in the sphere of management and the directions of development of these systems.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W06] has knowledge and understanding of relations between economic entities and public institutions functioning in the national, international and intercultural realms	The student knows the basic generations of information systems supporting the work of enterprises, can characterize the basic groups of information systems. He knows the technical and organizational rules of their implementation.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSG3_U08] uses methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student recognizes the need for particular functionalities of CRM systems to support the marketing strategies of the enterprise.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[MSG3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	Being aware of the constant development of the functionality of information systems resulting from the continuous progress in computer and communication technologies, the student understands the need for lifelong learning and deepening and supplementing the acquired knowledge and skills. The student is able to indicate doubts during consultation.	[SK1] oral statement/conversation/ discussion
Subject contents	<ol style="list-style-type: none"> <li>1. Modern business management - organization management system vs. information system, knowledge and relationship management in business</li> <li>2. Electronic document management systems (Document Management Systems - DMS).</li> <li>3. Enterprise Resource Planning (ERP) systems.</li> <li>4. Customer Relationship Management (CRM) systems</li> <li>5. Systems for Sales Process Management and automation of field workers' tasks (Sales/Field Force Automation - SFA, FFA)</li> <li>6. Intelligent Data Mining Systems (Business Intelligence - BI)</li> <li>7. Decision Support Systems (DSS).</li> <li>8. Implementation scenarios and selection of system solutions for the enterprise</li> </ol>		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	50 pkt	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. S. Wrycza (red.), <i>Informatyka ekonomiczna. Podręcznik akademicki</i>, PWN, Warszawa 2010</li> <li>2. J. Kisielnicki, <i>MIS systemy informatyczne zarządzania</i>, Wydawnictwo Placet, Warszawa 2008</li> <li>3. A. Nowicki (red.), <i>Komputerowe wspomaganie biznesu</i>, Wydawnictwo Placet, Warszawa 2006</li> </ol>	

	Supplementary literature	<ol style="list-style-type: none"> <li>1. Dębicka O., <i>Informatyczne systemy zarządzania</i>, [w:] <i>Gospodarka elektroniczna - współczesne gospodarstwo na rynku globalnym</i>, pod red. J. Winiarskiego, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2010</li> <li>2. Dębicka O., <i>IT solution in building an effective purchase organization - a Polish case</i> [w:] <i>Regional Management. Theory, Practice and Development</i>, Żylna 2012</li> <li>3. Dębicka O., <i>The challenge of IT strategies in the enterprises</i> [w:] <i>Studies&amp;Proceedings of Polish Association for Knowledge Management</i>, Polish Association for Knowledge Management, Bydgoszcz 2007</li> <li>4. Dębicka O., <i>Systemy Business Intelligence w zarządzaniu informacją w przedsiębiorstwie</i> [w:] <i>Studia i Materiały Instytutu Transportu i Handlu Morskiego</i>, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2008</li> <li>5. Dębicka O., <i>Cloud computing jako model dostarczania zasobów informatycznych w przedsiębiorstwie</i> [w:] <i>Studia i Materiały Instytutu Transportu i Handlu Morskiego nr 8/2011</i>, Fundacja Rozwoju UG, Sopot 2011</li> <li>6. Dębicka O., <i>Wykorzystanie koncepcji EDI w usprawnieniu procesów biznesowych</i> [w:] <i>Studia i Materiały Instytutu Transportu i Handlu Morskiego nr 8/2011</i>, Fundacja Rozwoju UG, Sopot 2012</li> <li>7. Adamczewski P., J. Stefanowski (red.), : <i>Nowoczesne systemy informatyczne dla małych i średnich przedsiębiorstw</i>, Wydawnictwo Wyższej Szkoły Bankowej, Poznań 2006</li> <li>8. Kisielnicki J., Sroka H.: <i>Systemy informacyjne biznesu. Informatyka dla zarządzania</i>. Wydawnictwo Placet, Warszawa 2005</li> <li>9. Adamczewski P.: <i>Zintegrowane systemy informatyczne w praktyce</i>, Wydawnictwo MIKOM, Warszawa 2003</li> <li>10. Dyche J.: <i>CRM. Relacje z klientami</i>. Wydawnictwo Helion, Gliwice 2002</li> <li>11. Centrum aplikacji biznesowych. <a href="http://www.computerworld.pl">www.computerworld.pl</a></li> </ol>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.