

Subject card

Subject name and code	Logistic Support of E-Commerce, PG_00199387						
Field of study	Economics						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			5.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Nowosielski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	60		0.0		65.0	125
Subject objectives	Introduce students to logistics as a flow management concept based on a systemic approach with a special focus on consideration of e-commerce logistics.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student determines the location of a logistics node using the network method, uses the methods of ABC/XYZ, knows how to calculate unit costs using the ABC method, knows how to map and analyze logistics processes, understands the mechanism of operation of MRP and DRP. The student participates in consultations on issues in the subject.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic,; understands the need to extend and update this knowledge throughout his/her life	The student knows the limitations of his own knowledge and the need for continuous improvement. The student participates in consultations on issues in the subject.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student understands the essence of logistics, knows the reasons for the emergence of logistics, its stages of development, defines the basic concepts of logistics, lists and describes the types of subsystems logistics, knows methods of analysis of logistics systems, can characterize packages of services provided by different logistics operators, knows different models of e-commerce logistics and ways of inventory management. The student participates in consultations on issues in the subject.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work	
Subject contents	<p>1 The essence and subject of logistics (the concept and definitions of logistics, the origin and development of logistics, the scope of logistics activities).2. logistics systems (concept and types of logistics systems, concept of supply chain, analysis of logistics systemslogistics, logistics costs)3. procurement logistics (logistic concept of procurement, purchasing process, e-procurement)4. distribution logistics (logistic customer service, logistic distribution channels, logistic functions of warehouses,last mile problem)5. logistics services (concept and types of logistics services, third-party logistics service providers, logistics services market,courier services market in Poland)6. forms of logistics organization in e-commerce (specifics of e-commerce in the context of logistics service, logistics modelse-commerce)7. inventory management in e-commerce (concept and types of inventory, inventory costs, inventory management methods,assortment management in e-commerce stores, specifics of inventory management in e-commerce stores)</p>		
Prerequisites and co-requisites	Basic knowledge of economics and management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Examination test and class activity	51.0%	100.0%
Recommended reading	Basic literature	1. Logistyka, red. D. Kisperskiej-Moroń i S. Krzyżaniaka, Wydawnictwo Instytutu Logistyki i Magazynowania, Poznań 2009 2. G. Chodak, Wybrane zagadnienia logistyki w sklepach internetowych - modele, badania rynku, Oficyna Wydawnicza Politechniki Wrocławskiej, Wrocław 2014	

	Supplementary literature	<p>1. D. Skurpel, Obsługa logistyczna w handlu elektronicznym, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2019</p> <p>2. J. Majchrzak-Lepczyk, Logistyczna obsługa klientów handlu elektronicznego, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań 2020</p> <p>3. J.J. Coyle, E.J. Bardi, C.J. Langley Jr. Zarządzanie logistyczne, PWE, Warszawa 2007</p> <p>4. C. Bozarth, R. Handfield, Wprowadzenie do zarządzania operacjami i łańcuchem dostaw, Wydaw. Helion, Gliwice 2007</p> <p>5. Cz. Skowronek, Z. Sarjusz-Wolski, Logistyka w przedsiębiorstwie, PWE, Warszawa 2008</p> <p>6. Strategie łańcuchów dostaw, red. M. Ciesielski, J. Długosz, PWE, Warszawa 2010</p> <p>7. Logistyka dystrybucji, red. K. Rutkowski, Szkoła Główna Handlowa w Warszawie, Warszawa 2005</p> <p>8. J. Bendkowski, G. Radziejowska, Logistyka zaopatrzenia w przedsiębiorstwie, Wydawnictwo Politechniki Śląskiej, Gliwice 2005</p> <p>9. J. Dąbrowski, Zakupy a logistyka zaopatrzenia i marketing zakupów, "Współczesna Gospodarka" 2011, nr 2, http://www.wspolczesnagospodarka.pl</p> <p>10. J. Dąbrowski, Model outsourcingu usług logistycznych, "Studia i Materiały Instytutu Transportu i Handlu Morskiego" 2011, nr 8</p> <p>11. J. Dąbrowski, Nowoczesne narzędzia zakupowe - odwrotne aukcje elektroniczne, [w:] Innowacyjne przedsiębiorstwa - standard XXI wieku, red. J. Fryca, T. Nowosielski, PTE Oddział w Gdańsku, Gdańsk 2011</p> <p>12. J. Dąbrowski, Doskonalenie procesu zakupowego w przedsiębiorstwie, [w:] Przedsiębiorstwo. Drogi sukcesu rynkowego pod red. J. Żurka, Polskie Wydawnictwo Ekonomiczne, Warszawa 2016</p>
Example issues/ example questions/ tasks being completed	eResources addresses	
Work placement	Not applicable	

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