



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-413b
	part-time studies	-
Course title in English	Virtualization of Customer Relationship	
Course title in Polish	Wirtualizacja relacji z klientami	
Valid from academic year	2025/2026	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	BUSINESS MANAGMENT
Level of education	1st degree
Studies profile	academic
Form and mode of study	full-time programme
Scope	e-commerce
Academic unit responsible for the course	Department of Management and Organization
Course coordinator	dr Marcin Szplit
Approved by	dr hab. inż. Dariusz Bojczuk, prof. uczelni

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		Specialist subject
Course status		Obligatory
Language of instruction		English
Semester of delivery	full-time studies	Semester IV
	part-time-studies	-
Prerequisites		Organization and management, Marketing
Exam (YES/NO)		NO
ECTS		2

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	15	15			
	part-time					



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has knowledge of the processes and mechanisms of the modern economy and forms of commerce, taking into account business models and trends in the field of digitisation of business operations.	ZB1_W03
	W02	Students will be familiar with the applicable legal norms regarding the creation and development of e-commerce, the virtualisation of customer relations and the protection of partner and customer data in business processes.	ZB1_W08
	W03	The student is familiar with marketing methods and tools to develop business and trade activities and build up customer relations on the local, national and international market, taking into account the e-commerce system.	ZB1_W10
Skills	U01	The student is able to design, handle and develop virtual relations with the customer in an e-commerce system, especially in the following fields: virtual sales and customer service, marketing and logistical activities.	ZB1_U06 ZB1_U07
	U02	The student is able to create and maintain business relationships using a virtual environment.	ZB1_U08 ZB1_U09
	U03	Students will be able to identify the role and place of an enterprise in the economic system, create and develop business models in a virtual environment.	ZB1_U06
Social competences	K01	Students will be able to interact and work in a group, communicate effectively and act ethically within designated organisational and social roles.	ZB1_K03
	K02	The student is able to think and act in an entrepreneurial manner using knowledge of management, marketing and the creation of customer relationships for the benefit of corporate and social interest.	ZB1_K04
	K03	The student is able to make decisions and take responsibility for them, to create and apply rules enabling effective cooperation with partners, customers and colleagues in a team.	ZB1_K08

COURSE CONTENT

Method of conducting classes	Course content
lecture	Trade models including e-commerce, types of customers, types of customer relationships, virtual customer process, sales funnel, customer life cycle, logistics channel mix, types of marketing used in virtual relationships, evaluating the effectiveness of virtual marketing strategies, logistics service, support activities - system in service, geolocalisation.
classes	Trading models, virtual customer relationships - case study, customer relationship system design.



METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01			X			X
W02			X			X
W03			X			X
U01				X		X
U02				X		X
U03				X		X
K01				X		X
K02				X		X
K03				X		X

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Obtaining at least 50% of the possible points from the semester colloquium.
classes	Credit with grade	Development of a project for virtualisation of customer relations and procedures for handling them according to given guidelines. Team work.

STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		15	15				
2.	Other (consultations, exams)	2	2				h
3.	Total number of contact hours	34					h
4.	Number of ECTS credits for contact hours	1,4					ECTS
5.	Number of hours of independent student work	16					h
6.	Number of ECTS points that a student obtains through independent work	0,6					ECTS
7.	Workload related to practical classes	25					h
8.	Number of ECTS credit points which a student receives for practical classes	1,0					ECTS
9.	Total number of hours of a student's work	50					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	2					ECTS

W - LECTURE C - CLASSES L - LABORATORY P- PROJECT S - SEMINAR



READING LIST

1. Nissen, V., & Seifert, H. (2016). *Virtualization of consulting: benefits, risks and a suggested decision process*. Universitätsbibliothek Ilmenau.
2. Van Der Lans, R. (2012). *Data Virtualization for business intelligence systems: revolutionizing data integration for data warehouses*. Elsevier.
3. Clark, T. (2005). *Storage virtualization: technologies for simplifying data storage and management*. Addison-Wesley Professional.