WSB University				
Field of study: Management				
Course: Integrated Management Systems				
Educational profile: General				
Education level: II -cycle studies				
Number of hours per semester	1		2	
	I	II	III	IV
Full -time studies (L/C/lab/pr/e)				16 C 30p
Part-time studies (L/C/lab/pr/e)				
CLASS LANGUAGE	English			
LECTURER	mgr inż. Dawid Jurczyński			
FORM	Classes			
COURSE OBJECTIVES	The Integrated Management Systems (IMS) course aims to provide students with practical skills and knowledge required to design, implement, audit, and improve integrated systems. They know and understand the principles, structure, and benefits of integrating management systems. Students are able to use integrated systems, like CRM and ERP, to enhance business strategy, operational excellence, and long-term competitiveness.			
Reference to learning outcomes – Field-related learning outcome EFMD	**Description of learning outcomes**			
	Description of learning outcomes	**Teaching and learning methods**	**Verification of learning outcomes**	
Knowledge				
Business Analysis and Research Methods LO6	Students can analyze complex organizational systems holistically to identify inefficiencies and integration opportunities. They are able to translate theoretical frameworks into actionable solutions for improving operational performance. Students analyze and compare system functionalities. They understand how these systems support customer	- Case study analysis of implementations - Practical exercises (HubSpot Academy, Microsoft Learn)	- Report of completed modules on online platforms - Written comparative case-study report on Projects implementation	

	relationship management and business process automation.		
Skills & Attitudes			
Digital Skills and the Use of ICT **LO16** **LO17** **LO18**	Students can independently configure and manage data within CRM systems (e.g., HubSpot, Dynamics 365). They apply data management and system integration practices. Students work effectively in teams to solve real-world IMS challenges communicating audit results, risk analyses, and improvement plans to both technical and non-technical stakeholders.	- Practical exercises (HubSpot Academy, Microsoft Learn)	- CRM/ERP configuration report – Dynamics 365 Business Central Report of completed modules on online platforms
PREREQUISITES	• Ability to perform simple data operations and understand fundamental business processes. • Proficiency in using digital tools and a logical approach to data analysis. • English proficiency at a minimum B1 level		
Full- time Participation in lectures = Participation in classes = 16 Preparation to classes = 20 Preparation to lectures = Preparation to an examination = Project tasks = 30 e-learning = Credit/examination = 6 others (indicate which) = 28 **TOTAL: 100** **ECTS points: 4** **Including practical classes: 16**		**Part-time** Participation in lectures = Participation in classes = Preparation to classes = Preparation to lectures = Preparation to an examination = Project tasks = e-learning = Credit/examination = others (indicate which) = **TOTAL:** **ECTS points:** **Including practical classes:**	
COURSE CONTENT (Division into contact hours and e-learning)	Contact hours: **Introduction to Integrated Management Systems** • Definitions and principles of IMS. • Overview of key platforms like HubSpot and Microsoft Dynamics 365. **Customer Relationship Management (CRM) Systems** • Role and applications of CRM in customer relationship management. • Configuration and customization of CRM platforms like HubSpot. **Data Management in IMS** • Principles of data integration, analysis, and maintenance. • Using IMS to support decision-making and process optimization. **Microsoft Dynamics 365 Applications** • Introduction to Microsoft Dynamics 365 Business Central. • Managing finances, sales, and inventory for SMEs. **Business Process Automation** • Designing workflows in IMS. • Automating repetitive tasks to enhance operational efficiency. **Analysis and Reporting in IMS** • Creating reports and analyzing data for strategic decision-making.		

	• Utilizing analytics tools in HubSpot and Dynamics 365 **Challenges and Integration of IMS** • Integrating external systems with IMS. • Addressing issues and ensuring seamless data flow in organizations.
LITERATURE (compulsory reading)	1. **Author:** Paul A. Keller **Title:** "Introduction to Environmental Management Systems" **Year:** 2004 2. **Author:** Ryan Malone **Title:** "Getting Started with HubSpot" **Year:** 2018 3. **Author:** Dan Tyre, Todd Hockenberry **Title:** "Inbound Selling: How to Change the Way You Sell to Match How People Buy" **Year:** 2018 4. **Author**: Francis Buttle **Title**: "Customer Relationship Management: Concepts and Technologies" **Year**: 2008 5. **Author:** John R. Schermerhorn Jr., Daniel G. Bachrach **Title:** Introduction to Management : International Student Version - 13 ed. - Chiny : John Wiley & Sons Singapore Pte. Ltd., 2015.
OPTIONAL LITERATURE	1. **Author:** Lindsay Thibeault, Jon Dick, Dan Tyre **Title:** "Inbound Organization: How to Build and Strengthen Your Company's Future Using Inbound Principles" **Year:** 2018 2. **Author:** Yuval Malinsky **Title:** "Inbound Marketing and SEO: Insights from the Moz Blog" **Year:** 2013 3. **Author:** David Meerman Scott **Title:** "The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly" **Year:** 2017 4. **Author:** Dan Tyre, Todd Hockenberry **Title:** "Inbound Selling: How to Change the Way You Sell to Match How People Buy" **Year:** 2018 5. **Author:** Dharmesh Shah, Brian Halligan **Title:** "Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online" **Year:** 2014 6. **Author:** Christoph Bergmeir, José M. Benítez, Francisco J. Martínez de Pisón Ascacibar **Title:** "The Integration of TQM and Six Sigma" **Year:** 2007 7. **Author:** David M. Upton, John K. Folger **Title:** "The Realities of Implementing ISO 9000" **Year:** 2001
TEACHING AIDS	PC, MsTeams, Microsoft 365, source texts and other stuff like videos, pictures, charts, animations etc. multimedia presentation (ppt)
PROJECT (if implemented in the framework of a classes module)	**Project goal:** Create a simple Microsoft Power Apps application for managing incident reports in a management system, e.g., quality, environmental, or health & safety incidents. **Topic of the project:** Creating a simple Microsoft Power Apps application for handling incident reports. **Project form:** The project includes setting up a free developer account, preparing an "Incidents" list in Microsoft Lists as a database, and building a mobile application with a browsing screen and a new report form. Next, the application should be integrated with Power Automate so that each new report automatically sends an email notification to the appropriate recipients.
FORM AND CONDITIONS OF ASSESSMENT CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES.	• Completion and submission of all tasks • Attendance at least 75% of the class time. • Passing the course based on the assessment of individual tasks, • The condition for obtaining credit is obtaining a positive grade in all forms of assessment provided for in the course program, taking into account the quantitative assessment criteria specified in the Framework Student Assessment System at the WSB University.

** L-lecture, C- classes lab- laboratory, pro- project, e- e-learning*