



Subject card

Subject name and code	Digital Business, PG_00053098						
Field of study	Data Engineering						
Date of commencement of studies	October 2020	Academic year of realisation of subject			2022/2023		
Education level	first-cycle studies	Subject group			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	3	Language of instruction			English		
Semester of study	6	ECTS credits			5.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Informatics in Management -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. Elsa Estevez				
	Teachers		prof. Elsa Estevez				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	30.0	0.0	0.0	60
	E-learning hours included: 0.0						
2022/2023 Digital Business - Moodle ID: 28325 https://enauzanie.pg.edu.pl/moodle/course/view.php?id=28325							
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		4.0		61.0	125
Subject objectives	To acquaint students with e-business solutions and their operation in internet-based economics.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W09] has basic knowledge of the nature of economic sciences and ways of its description with IT tools	A student has knowledge about models of e-business and operation of IT solutions which enable the digital transformation of businesses			[SW1] Assessment of factual knowledge		
	[K6_U13] Is able to prepare, independently and in a team, studies and analyses appropriate for the field of data engineering.	A student is able to identify and analyze the value of data for digital business			[SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment		
[K6_K02] is aware of the role of a technical university graduate in the society; reflects on ethical, scientific and social aspects of the performed work; understands the necessity of participation in social projects and complies with copyright law, taking into account economic, legal and technical aspects.	A student is able to assess the social impact of e-business solutions in design and deployment			[SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills			
Subject contents	<ol style="list-style-type: none"> The emergence and development of e-business. E-business, e-commerce and e-services. Electronic markets. Technological infrastructure, social and economic factors of the development of e-business. Technological aspects of e-business solutions. E-commerce systems. Marketing activities on the Internet. Customer Relationship Management CRM. Transactions in e-business. Trust creation methods. E-banking and financial services. Electronic systems supporting business processes. Corporate portals and their functionality. M-commerce - reaching customers via mobile devices/services. E-services in the information society. innovative e-business solutions case studies. Current trends in e-business development. 						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written colloquium	60.0%	50.0%
	laboratory exercises	60.0%	50.0%
Recommended reading	Basic literature	Laudon K.C., Traver C.G. (2020) E-commerce Business, technology, society. 16th edition, Pearson 2020 Chaffey, Hemphill and Edmundson-Bird. (2019) Digital business and e-commerce management, Pearson 2019	
	Supplementary literature	Kenneth C. Laudon and Jane P. Laudon. Management information systems: Managing the digital firm. 17th edition. Pearson Education. 2022 HBR, Michael E. Porter, Rita Gunther McGrath, Thomas H. Davenport, Marco Iansiti, On Leading Digital Transformation, Harvard Business Review, 2021 Thomas M. Siebel, Digital Transformation: Survive and Thrive in an Era of Mass Extinction, Rodin Books. 2019 David L. Rogers. The Digital Transformation Playbook: Rethink Your Business for the Digital Age. Columbia Business School Publishing. 2016	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> - models of e-business - business and revenue models of e-business - methods of building customer loyalty in e-commerce 		
Work placement	Not applicable		