



Subject card

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|---|---|--|---|-------------------------------------|--|------------|-----|
| Subject name and code | BUSINESS INFORMATICS, PG_00053180 | | | | | | |
| Field of study | Economic Analytics | | | | | | |
| Date of commencement of studies | October 2021 | | Academic year of realisation of subject | | 2021/2022 | | |
| Education level | first-cycle studies | | Subject group | | Obligatory subject group in the field of study Subject group related to scientific research in the field of study | | |
| Mode of study | Full-time studies | | Mode of delivery | | blended-learning | | |
| Year of study | 1 | | Language of instruction | | Polish | | |
| Semester of study | 2 | | ECTS credits | | 3.0 | | |
| 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 | | dr Grażyna Musiatowicz-Podbiał | | | | |
| | Teachers | | dr Grażyna Musiatowicz-Podbiał | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 30.0 | 0.0 | 0.0 | 45 |
| | E-learning hours included: 15.0 | | | | | | |
| | Address on the e-learning platform: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=17344 Adresy na platformie eNauczanie: | | | | | | |
| 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 | 45 | | 5.0 | | 25.0 | 75 |
| Subject objectives | Developing skills focused on information technology application in organizations. | | | | | | |
| Learning outcomes | Course outcome | | Subject outcome | | Method of verification | | |
| | [K6_W02] Knows how to describe economic phenomena using quantitative methods with the use of IT tools. | | The student has knowledge about possibilities of information technology used in organizations. | | [SW1] Assessment of factual knowledge | | |
| | [K6_K01] Understands the need for continuous learning, improving professional, personal and social competences. | | The student understands the need for continuous knowledge replenishment, in the field of information technology, resulting from the variable phenomena nature and technology advancement. | | [SK5] Assessment of ability to solve problems that arise in practice [SK2] Assessment of progress of work | | |
| | [K6_U07] Can use quantitative methods to analyse and solve economic problems using information technologies. | | The student is able to use the acquired knowledge and tools necessary to analyze economic problems and apply IT solutions appropriate to these problems. | | [SU1] Assessment of task fulfilment [SU4] Assessment of ability to use methods and tools | | |
| | [K6_U02] Can use basic theoretical knowledge of economics and finance and obtain data to analyse processes and economic phenomena. | | The student can use information technology to solve specific economic problems. | | [SU1] Assessment of task fulfilment | | |

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| Subject contents | <p>LECTURES:</p> <ol style="list-style-type: none">1. Applied informatics as a tool supporting an economic object.2. Information Theory.3. Data, information, knowledge, information capital, knowledge-based economy.4. Information attributes and information security breaches5. Information system: structure, typology, development trends.6. Information system life cycle.7. MRP (II) / ERP integrated systems.8. CRM systems.9. Economic communication - e-business environment.9. Internet, portals, search engines.10. E-business environment, Electronic markets, Auctions11. E-economy, E-commerce, Web 2.012. Omnichaneling; Search engines, Web 3.0, 4.013. Virtual organizations. <p>LABORATORIES</p> <ol style="list-style-type: none">1. Tables And Lists Sheet (Analytical Database Service),2. Credit and Investment Formulas,3. Discount and amortization formulas,4. Creating Custom Number Formats. Date and Time Functions,5. Arrays. Counting and Adding Techniques,6. Search Features,7. Final project | | |
| Prerequisites and co-requisites | Basic knowledge of spreadsheet | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | The results of knowledge tests | 60.0% | 50.0% |
| | The laboratory evaluation (Test + Project) | 60.0% | 50.0% |
| Recommended reading | Basic literature | <ul style="list-style-type: none">• Kisielnicki J., Sroka H., Systemy informacyjne biznesu; Agencja Wydawnicza Placet Warszawa 1999;• Wrycza S. (red.); Informatyka ekonomiczna; PWE Warszawa 2010;• Olszak C., Ziemia E. (red.); Strategie i modele gospodarki elektronicznej; PWN W-wa 2007• Ciesielska, C., Musiatowicz-Podbiat, G. Zarys problematyki zarządzania zasobami informatycznymi w przedsiębiorstwie, PG Gdańsk 2021. | |
| | Supplementary literature | <ul style="list-style-type: none">• Januszewski A., Funkcjonalność Informatycznych systemów zarządzania - Zintegrowane systemy transakcyjne; PWN W-wa 2008;• Januszewski A., Funkcjonalność Informatycznych systemów zarządzania - Systemy Business Intelligence ;PWN W-wa 2008;• Afuah A., Tucci C., Biznes internetowy, strategie i modele; Oficyna Ekonomiczna Kraków 2003;• Cieciora M., Podstawy technologii informatycznych z przykładami zastosowań; VIZJA PRESS&IT Sp. z o.o. Warszawa 2006;• Grudzewski W., Hejduk I., Przedsiębiorstwo wirtualne; Difin Warszawa 2002. | |
| | eResources addresses | | |
| Example issues/ example questions/ tasks being completed | <ol style="list-style-type: none">1. What is the role of the IT system in an enterprise, depending on its industry?2. What are the possible applications of the Business Intelligence system?3. How do CRM systems support the decision making of production organization managers?4. Enumerate 5 benefits of MRP II system.5. What it is intellectual capital and how can be used in the enterprise?6. What are the phases of IT system life cycle? | | |
| Work placement | Not applicable | | |