

## GDAŃSK UNIVERSITY

## Subject card

Subject name and code	BUSINESS INFORMATICS, PG_00053181								
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	Part-time studies		Mode of delivery			at the university			
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	Subject supervisor	dr Grażyna Musiatowicz-Podbiał							
of lecturer (lecturers)	Teachers	dr Grażyna M	dr Grażyna Musiatowicz-Podbiał						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Projec	:t	Seminar	SUM	
	Number of study hours	8.0	0.0	16.0	0.0		0.0	24	
	E-learning hours included: 0.0								
	Address on the e-learning platform: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=16540 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	24		5.0		46.0		75	
Subject objectives	Developing skills focu	ised on informa	ation technolog	y application ir	n organi	zations.		-	
Learning outcomes	Course outcome		Subject outcome			Method of verification			
	[K6_U02] Can use basic theoretical knowledge of economics and finance and obtain data to analyse processes and economic phenomena.		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			
	[K6_K01] Understands the need for continuous learning, improving professional, personal and social competences.		The student understands the need of 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_W02] Knows how to describe economic phenomena using quantitative methods with the use of IT tools.		The student has the adequate knowledge on possibilities of information technology used in organizations.			[SW1] Assessment of factual knowledge			
	[K6_U07] Can use quantitative methods to analyse and solve economic problems using information technologies.		The student is able to use information technology to solve specific economic problems.			[SU1] Assessment of task fulfilment [SU4] Assessment of ability to use methods and tools			

Subject contents	LECTURES:							
	<ol> <li>Applied informatics as a tool supporting an economic object.</li> <li>Information Theory.</li> <li>Data, information, knowledge, information capital, knowledge-based economy.</li> <li>Information attributes and information security breaches</li> <li>Information system: structure, typology, development trends.</li> <li>Information system life cycle.</li> <li>MRP (II) / ERP integrated systems.</li> <li>CRM systems. 9. Economic communication - e-business environment.</li> <li>Internet, portals, search engines.</li> <li>E-business environment, Electronic markets, Auctions</li> <li>E-economy, E-commerce, Web 2.0</li> <li>Omnichaneling; Search engines, Web 3.0, 4.0</li> <li>Virtual organizations.</li> </ol> LABORATORIES <ol> <li>Tables And Lists Sheet (Analytical Database Service),</li> <li>Credit and Investment Formulas,</li> <li>Discount and amortization formulas,</li> <li>Creating Custom Number Formats. Date and Time Functions,</li> <li>Arrays. Counting and Adding Techniques,</li> <li>Search Features,</li> </ol>							
Droroquiniton	Rasic knowledge of spreadsheet							
and co-requisites	Dasit knowieuge of spicadancer							
Assessment methods	Subject passing criteria	Passing threshold	Percentage of the final grade					
and criteria	The laboratory evaluation (Test + Project)	60.0%	50.0%					
	The results of knowledge test	60.0%	50.0%					
Recommended reading	Basic literature	<ul> <li>Kisielnicki J., Sroka H., Systemy informacyjne biznesu; Agencja Wydawnicza Placet Warszawa 1999;</li> <li>Wrycza S. (red.); Informatyka ekonomiczna; PWE Warszawa 2010;</li> <li>Olszak C., Ziemba E. (red.); Strategie i modele gospodarki elektronicznej; PWN W-wa 2007</li> <li>Ciesielska, C., Musiatowicz-Podbiał, G. Zarys problematyki zarządzania zasobami informatycznymi w przedsiębiorstwie, PG Gdańsk 2021.</li> </ul>						
	Supplementary literature	<ul> <li>Januszewski A., Funkcjonalność Informatycznych systemów zarządzania - Zintegrowane systemy transakcyjne; PWN W-wa 2008;</li> <li>Januszewski A., Funkcjonalność Informatycznych systemów zarządzania - Systemy Business Intelligence ;PWN W-wa 2008;</li> <li>Afuah A., Tucci C., Biznes internetowy, strategie i modele; Oficyna Ekonomiczna Kraków 2003;</li> <li>Cieciura M., Podstawy technologii informatycznych z przykładami zastosowań; VIZJA PRESS&amp;IT Sp. z o.o. Warszawa 2006;</li> <li>Grudzewski W., Hejduk I., Przedsiębiorstwo wirtualne; Difin Warszawa 2002.</li> </ul>						
	eResources addresses							
Example issues/ example questions/ tasks being completed	<ol> <li>What is the role of the IT system in an enterprise, depending on its industry?</li> <li>What are the possible applications of the Business Intelligence system?</li> <li>How do CRM systems support the decision making of production organization managers?</li> <li>Enumerate 5 benefits of MRP II system.</li> <li>What it is intellectual capital and how can be used in the enterprise?</li> <li>What are the phases of IT system life cycle?</li> </ol>							
Work placement	Not applicable							

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