



## Subject card

Subject name and code	Multimedia and Internet Technologies, PG_00040537						
Field of study	Engineering Management						
Date of commencement of studies	October 2021		Academic year of realisation of subject		2023/2024		
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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
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 inż. Igor Garnik				
	Teachers		dr inż. Igor Garnik				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	16.0	0.0	0.0	16
	E-learning hours included: 0.0						
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	16		5.0		29.0	50
Subject objectives	Multimedia and the Internet are an integral element of modern business communication, not only in the field of marketing or PR, but also as a way of sharing knowledge within the organization. The aim of the course is to familiarize students with the basics of using multimedia and Internet technical means, enabling the effective transmission of information and ideas. During the classes, students will acquire theoretical and practical knowledge of audiovisual techniques and specialized software.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U01] interprets and analyses the phenomena and processes taking place in the economy and organisation using basic theoretical knowledge of economics, management and science		The student is able to acquire data and analyze the phenomena and processes occurring in the economy and in a single organization, as well as interpret and present the results of their analyzes.		[SU5] Assessment of ability to present the results of task [SU4] Assessment of ability to use methods and tools		
	[K6_W05] knows the statistical and IT methods and tools that enable the acquisition and presentation of data on the organisation's resources, including technical resources		Student knows how to acquire and process data; knows the rules of correct structure of information transfer.		[SW2] Assessment of knowledge contained in presentation		
	[K6_W11] has the basic knowledge of mathematics, physics and chemistry necessary to solve technical problems		The student has basic knowledge of exact sciences and is able to present it using multimedia techniques.		[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		
Subject contents	<ul style="list-style-type: none"><li>• Digital sound processing.</li><li>• Podcast.</li><li>• Creating interactive objects on Web sites. 2D animations.</li><li>• Digital video processing.</li><li>• Screencast.</li><li>• Creating Web pages.</li></ul>						
Prerequisites and co-requisites	Basic knowledge of computer operating systems. Ability to manage system files and directories (folders). Ability to use office software, especially the software for creating electronic presentations.						
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	5 parts of the project		60.0%		100.0%		

Recommended reading	Basic literature	<p>1. A set of laboratory exercises prepared by the teachers.</p> <p>2. Jędryczkowski J., Prezentacje multimedialne w procesie uczenia się studentów. Wydawnictwo Adam Marszałek, 2005.</p> <p>3. Goban-Klas T., Media i komunikowanie masowe, PWN 2004.</p> <p>4. Flakiewicz W., Pojęcie informacji w technologii multimedialnej. SGH 2005.</p> <p>5. Grzeszczyk T., Systemy multimedialne w zarządzaniu przedsiębiorstwem. Metody implementacji. Mikom 2003.</p>
	Supplementary literature	No requirements
	eResources addresses	<p>Adresy na platformie eNauczenie:</p> <p>Technologie multimedialne i internetowe - st. niestacjonarne - 2023/2024 - Moodle ID: 27790</p> <p><a href="https://enauczenie.pg.edu.pl/moodle/course/view.php?id=27790">https://enauczenie.pg.edu.pl/moodle/course/view.php?id=27790</a></p>
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> <li>• Creating a podcast.</li> <li>• Creating an online video tutorial.</li> <li>• Creating a web site.</li> </ul>	
Work placement	Not applicable	

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