



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 Technologie multimedialne i internetowe - st. niestacjonarne - 2023/2024 - Moodle ID: 27790 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=27790						
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">• Digital sound processing.• Podcast.• Creating interactive objects on Web sites. 2D animations.• Digital video processing.• Screencast.• Creating Web pages.						
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	
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • Creating a podcast. • Creating an online video tutorial. • Creating a web site. 	
Work placement	Not applicable	