



## Subject card

Subject name and code	Digital Business, PG_00053098						
Field of study	Data Engineering						
Date of commencement of studies	October 2021	Academic year of realisation of subject				2023/2024	
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				Polish	
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						
	Teachers						
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						
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	Student has knowledge about models of e-business and operation of IT solutions which enable providing on-line services			[SW1] Assessment of factual knowledge		
	[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.	Student is able to assess 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		
	[K6_U13] Is able to prepare, independently and in a team, studies and analyses appropriate for the field of data engineering.						
Subject contents	<ol style="list-style-type: none"> <li>The emergence and development of e-business. E-business, e-commerce and e-services. Electronic markets.</li> <li>Technological infrastructure, social and economic factors of the development of e-business.</li> <li>Technological aspects of e-business solutions. E-commerce systems.</li> <li>Marketing activities on the Internet. Customer Relationship Management CRM.</li> <li>Transactions in e-business. Trust creation methods.</li> <li>E-banking and financial services.</li> <li>Electronic systems supporting business processes.</li> <li>Corporate portals and their functionality.</li> <li>M-commerce - reaching customers via mobile devices/services.</li> <li>E-services in the information society.</li> <li>innovative e-business solutions – case studies.</li> <li>Current trends in e-business development.</li> </ol>						
Prerequisites and co-requisites	No requirements						

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. (2014) E-commerce – Business, technology, society. Pearson 2014.	
		Sikorski M. (2012). Usługi on-line. Jakość, interakcje, satysfakcja klienta. Wyd. P JWSTK Warszawa.	
		Dutko M. (2013). E-biznes. Poradnik praktyka. Helion.	
	Supplementary literature	Chmielarz W. (2007). Systemy biznesu elektronicznego. Wyd. Difin Warszawa	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> <li>- models of e-business</li> <li>- electronic payment systems</li> <li>- methods of building customer loyalty in e-commerce</li> </ul>		
Work placement	Not applicable		