# GDAŃSK UNIVERSITY OF TECHNOLOGY

## Subject card

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| Subject name and code | Digital Platforms And Services , PG_00053754 |
| Field of study | Engineering Management |

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| Date of commencement of studies | October 2020 | Academic year of realisation of subject | 2022/2023 |
| Education level | first-cycle studies | Subject group | Optional subject group<br>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 | 5 | ECTS credits | 3.0 |
| Learning profile | general academic profile | Assessment form | assessment |

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| Conducting unit | Department of Informatics in Management -> Faculty of Management and Economics |

| Name and surname of lecturer (lecturers) | Subject supervisor | prof. dr hab. inż. Marcin Sikorski |
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| | Teachers | dr inż. Anna Trzaskowska<br><br>prof. dr hab. inż. Marcin Sikorski |

| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
|---|---|---|---|---|---|---|---|
| | Number of study hours | 15.0 | 0.0 | 15.0 | 0.0 | 0.0 | 30 |
| | E-learning hours included: 0.0 | | | | | | |
| | Address on the e-learning platform: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=18433 | | | | | | |

| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | Participation in consultation hours | Self-study | SUM |
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| | Number of study hours | 30 | 5.0 | 40.0 | 75 |

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| Subject objectives | This course provides students with the basic knowledge about digital platforms and services applied in business, administration and in social life. The central issues of this course are project management for digital services design, cooperation with the client and prospective users, and lifecycle management of digital services. |

| Learning outcomes | Course outcome | Subject outcome | Method of verification |
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| | [K6_W13] has a basic knowledge of the design, modelling and optimisation of technical processes and systems | A student has a basic knowledge of the design, development and maintenance management of digital services, platforms, and infrastructures. | [SW1] Assessment of factual knowledge |
| | [K6_U08] analyses engineering and managerial solutions in decision-making processes, taking into account pro-quality and pro-environmental aspects, as well as safety of work processes | A student is able to perform analysis of application cases related to digital services, platforms, and infrastructures. | [SU1] Assessment of task fulfilment |

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| Subject contents | 1. Digital platforms and services for e-business, services and administration in the modern society.<br>2. Design and development of digital services.<br>3. User-centred methodologies for design, evaluation and testing.<br>4. Project management for digital services.Cooperation with the custsomers and prospective users.<br>5. The lifecycle management of digital services and mobile applications. Maintenence, development and improvements.<br>6. Innovations in digital services. The value for customer perspective as a design approach.<br>7. Assessment of risks related to "smart" innovations in digital services. |
| Prerequisites and co-requisites | Information Technology and Project Management courses |

| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
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| | laboratory exercises | 60.0% | 50.0% |
| | written colloqium | 60.0% | 50.0% |

| Recommended reading | Basic literature | Sikorski M. (2012). Usługi on-line. Jakość, interakcje, satysfakcja klienta. Wyd. PJWSTK Warszawa. URL: https://repin.pjwstk.edu.pl/xmlui/handle/186319/244<br><br>Szpringer W. (2020). Platformy cyfrowe i gospodarka współdzielenia. Wyd. Poltext. |
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| | Supplementary literature | • Humble J., Molesky J. and Barry OReilly. Lean Enterprise: How High Performance Organizations Innovate at Scale. OReilly, 2019.<br>• Westerman G., Bonnet D., McAfee A. Leading Digital: Turning Technology into Business Transformation. Harvard Press, 2014.<br>• Perkin N., Abraham P. Building the Agile Business through Digital Transformation: How to Lead Digital Transformation in Your Workplace. Kogan Page, 2017. |
| | eResources addresses | Podstawowe<br>https://repin.pjwstk.edu.pl/xmlui/handle/186319/244 - Sikorski M. (2012). Usługi on-line. Jakość, interakcje, satysfakcja klienta. Wyd. PJWSTK Warszawa<br>Adresy na platformie eNauczanie:<br>Digital Platforms and Services 2022/2023 - Moodle ID: 25353 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=25353 |

| Example issues/ example questions/ tasks being completed | -- |
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| Work placement | Not applicable |
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