



Subject card

Subject name and code	Digital Business, PG_00053098						
Field of study	Data Engineering						
Date of commencement of studies	October 2022		Academic year of realisation of subject		2024/2025		
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		e-learning		
Year of study	3		Language of instruction		English		
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		prof. Elsa Estevez				
	Teachers		dr Nadzeya Sabatini prof. Elsa Estevez				
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: 60.0						
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 of e-business models and planning of digital solutions to enable digital transformation of enterprises and service provision online		[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 the social impact of digital business on service provision online		[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.		Student is able to define and critically assess digital business strategies		[SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task [SU1] Assessment of task fulfilment		

Subject contents	1. The emergence and development of e-business. E-business, e-commerce and e-services. Electronic markets. 2. Technological infrastructure, social and economic factors of the development of e-business. 3. Technological aspects of e-business solutions. E-commerce systems. 4. Marketing activities on the Internet. Customer Relationship Management CRM. 5. Transactions in e-business. 6. Electronic systems supporting business processes. 7. Corporate portals and their functionality. 8. M-Commerce - reaching customers via mobile devices/services. 9. E-Services in the information society. 10. Innovative e-business solutions case studies. 11. Current trends in e-business development. 12. Digital business strategy development.		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity during lectures	0.0%	20.0%
	team work	60.0%	35.0%
	colloquium	60.0%	45.0%
Recommended reading	Basic literature	Chaffey, Hemphill and Edmundson-Bird. Digital business and e-commerce management. Pearson, 2019.	
	Supplementary literature	Laudon and Laudon. Management information systems: Managing the digital firm. 17th edition. Pearson Education. 2022. Cassar. Digital Strategies for Business Success: Unlocking Business Potential with Strategic Marketing Tactics. 2024.	
	eResources addresses	Adresy na platformie eNauczanie: 2024/2025 Digital Business - Moodle ID: 43929 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=43929	
Example issues/ example questions/ tasks being completed	- models of digital business - stages of digital business transformation - methods of building customer loyalty in e-commerce		
Work placement	Not applicable		

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