



Subject card

Subject name and code	Digital Business , PG_00053755						
Field of study	Engineering Management						
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 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			English		
Semester of study	6	ECTS credits			5.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Informatics in Management -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Magdalena Ciesielska				
	Teachers		dr inż. Magdalena Ciesielska				
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						
Digital Business ZI SS 2023 - Moodle ID: 27969 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=27969							
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		7.0		58.0	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_W13] has a basic knowledge of the design, modelling and optimisation of technical processes and systems		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_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		Student is able to assess social impact of e-business solutions in design and deployment		[SU3] Assessment of ability to use knowledge gained from the subject		
Subject contents	<ol style="list-style-type: none">Digital business and digital commerceDigital transformationOpportunities and barriers to digital businessDigital markets. Digital goods.Digital business and revenue modelsM-commerceDigital marketplace. Definition, trade, analysisDigital business strategy: concept, objectives, design, implementationEmerging technologies in digital businessDigital marketing						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	laboratory exercises		60.0%		60.0%		
	written colloquium		60.0%		40.0%		
Recommended reading	Basic literature		Chaffey D., Digital Business and e-commerce management, PWN, 2022				

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