



Subject card

Subject name and code	DIGITAL BUSINESS, PG_00059287						
Field of study	Engineering Management						
Date of commencement of studies	October 2019	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	Part-time studies	Mode of delivery			at the university		
Year of study	4	Language of instruction			English		
Semester of study	7	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 Grażyna Musiatowicz-Podbiał				
	Teachers		dr Grażyna Musiatowicz-Podbiał				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	0.0	16.0	0.0	0.0	32
	E-learning hours included: 0.0						
Digital Business NSTAC 22/23 - Moodle ID: 24543 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=24543							
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	32		0.0		0.0	32
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 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 analyze e-business solutions and suggest methods of their improvement		[SU1] Assessment of task fulfilment		
Subject contents	Digital business and digital commerce Opportunities of and barriers to digital business Business and revenue models of digital commerce Adoption of new technologies Main elements of a digital business strategy Digital strategic planning Digital strategy development						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	laboratory exercises		50.0%		50.0%		
	written colloquium		50.0%		50.0%		

Recommended reading	Basic literature	<p>1.Kenneth C. Laudon and Jane P. Laudon. Management information systems: Managing the digital firm. 14th edition. Pearson Education. 2016.</p> <p>2.Boyd, D. and Ellison, N. (2007) Social network sites: definition, history, and scholarship. Journal of Computer-Mediated Communication, 13 (1), 210-30.</p> <p>3.Chaffey, D. and Smith, P.R. (2012) Emarketing Excellence: Planning and Optimizing Your Digital Marketing, 4th edn. Routledge, London.</p> <p>4.Chaffey, Dave. Digital Business and E-Commerce Management . Pearson Education Limited. Kindle Edition.</p>
	Supplementary literature	<p>1.Robert Hanley, How Amazon Associates Works, https://www.youtube.com/watch?v=jtV3fwPGE7g</p> <p>2.Tech Design Studios, Social Media Marketing Explainer Video, https://www.youtube.com/watch?v=A3bfvxDEgn0</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Please describe digital business and revenue models.</p> <p>Please describe the functionality and role of electronic payment systems.</p> <p>What are the stages of digital strategy planning?</p>	
Work placement	Not applicable	