



Subject card

Subject name and code	DIGITAL BUSINESS, PG_00059287						
Field of study	Engineering Management						
Date of commencement of studies	October 2020	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	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 Nadzeya Sabatini				
	Teachers		dr Nadzeya Sabatini				
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						
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 know about digital business and digital commerce To be aware of opportunities and barriers of digital business To learn how to assess digital technologies that can be used in the supply chain in various domains To assess the characteristics of digital start-ups To know the main elements of a digital business strategy To learn how to define a digital business strategy						
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		A student understands main opportunities and barriers of digital business and all its integrated elements		[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 observe, analyse and design a digital business strategy		[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject			

Subject contents	<p>UNIT 1 - Digital business and digital commerce</p> <p>UNIT 2 - Opportunites and barriers of a digital business</p> <p>UNIT 3 - Digital markets and digital goods</p> <p>UNIT 4 - Digital start-ups</p> <p>UNIT 5 - Digital business strategy - concepts and definition</p> <p>UNIT 6 - Digital business strategy - formulation and implementation</p> <p>UNIT 7 - Communication in (and of) digital business</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 703 794 734">Subject passing criteria</th> <th data-bbox="799 703 1137 734">Passing threshold</th> <th data-bbox="1142 703 1481 734">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 741 794 772">Invidual assessment</td> <td data-bbox="799 741 1137 772">60.0%</td> <td data-bbox="1142 741 1481 772">40.0%</td> </tr> <tr> <td data-bbox="456 779 794 808">Group project</td> <td data-bbox="799 779 1137 808">60.0%</td> <td data-bbox="1142 779 1481 808">60.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Invidual assessment	60.0%	40.0%	Group project	60.0%	60.0%
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Invidual assessment	60.0%	40.0%										
Group project	60.0%	60.0%										
Recommended reading	Basic literature	Chaffey, Hemphill and Edmundson-Bird. Digital business and e-commerce management. Pearson, 2019.										
	Supplementary 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>										
	eResources addresses	<p>Adresy na platformie eNauczanie:</p> <p>2023/2024 Digital Business - Moodle ID: 31431</p> <p>https://enauzanie.pg.edu.pl/moodle/course/view.php?id=31431</p>										
Example issues/ example questions/ tasks being completed												
Work placement	Not applicable											