



## Subject card

Subject name and code	Digital Technologies for Business Communication, PG_00053094						
Field of study	Data Engineering						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
Education level	first-cycle studies		Subject group		Obligatory subject group in the field of study 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	2		Language of instruction		English		
Semester of study	3		ECTS credits		3.0		
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		dr inż. Sebastian Wilczewski				
	Teachers		dr inż. Sebastian Wilczewski				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	30.0	0.0	0.0	45
	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	45		6.0		24.0	75
Subject objectives	<p>The course is intended to:</p> <ul style="list-style-type: none"><li>• Understanding the ways of communications in contemporary organizations</li><li>• Understanding of different communication channels,</li><li>• Understanding how to make appropriate communications,</li><li>• Get the skill to use modern tools in communication proces</li></ul>						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W12] Knows the methods and tools for acquiring, collecting and processing data, in order to make business decisions using information systems and engineering technologies		Student can find appropriate content in different sources (intranet portals, e-mail sources and other) can create reports and other notes, basing on gathered information.		[SW3] Assessment of knowledge contained in written work and projects		
	[K6_U13] Is able to prepare, independently and in a team, studies and analyses appropriate for the field of data engineering.		The student is able to organize videoconferences, limit meetings and publish content on the portal and its holder		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K6_K03] Knows how to cooperate or work in a project team and take managerial or executive functions.		Student can (in cooperation with other students) plan videoconference and meeting. Also he can work together with shared document and other kinds o content		[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	<p>Using e-mails in communication process</p> <p>Meetings and time management using IT tools.</p> <p>Using IT tolls for content sharing</p> <p>Rights management for shared content.</p> <p>Content management in intranet</p> <p>Collaboration in teamwork</p> <p>Video conference management -- using tools for remote communication and remote work</p>		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final test	60.0%	50.0%
	Practical exercise	60.0%	50.0%
Recommended reading	<p>Basic literature</p> <p>Guffey, M. E., &amp; Loewy, D. (2019). <i>Essentials of business communication</i>. Cengage Learning.</p> <p>Gupta, A. (2024). Accelerating remote work after COVID-19. <i>The Center for Growth and Opportunity</i>.</p> <p>Sako, M. (2021). From remote work to working from anywhere. <i>Communications of the ACM</i>, 64(4), 20-22.</p> <p>Quirke B. (2013). <i>Komunikacja wewnętrzna krok po kroku</i>. Wolters-Kluwer.</p> <p>Cornelissen, J. (2012). <i>Komunikacja korporacyjna. Przewodnik po teorii i praktyce</i> Wolters-Kluwer.</p>		

	Supplementary literature	<p>Pikhart, M. (2020, January). Digital communication and the digital divide: cultural aspects of human-computer interactions. In <i>International Conference on Mobile Computing and Sustainable Informatics</i> (pp. 179-184). Cham: Springer International Publishing.</p> <p>Iordache, C., Mariën, I., &amp; Baelden, D. (2017). Developing digital skills and competences: A quick-scan analysis of 13 digital literacy models. <i>Italian Journal of Sociology of Education</i>, 9(Italian Journal of Sociology of Education 9/1), 6-30.</p> <p>Quirke B. (2013). <i>Komunikacja wewnętrzna krok po kroku</i>. Wolters-Kluwer.</p> <p>Cornelissen, J. (2012). <i>Komunikacja korporacyjna. Przewodnik po teorii i praktyce</i> Wolters-Kluwer.</p> <p>Żbikowska K. (2013). <i>Komunikacja biznesowa oczami kierownika projektu</i>. Helion OnePress.</p> <p>Rzepka B. (2012). <i>Efektywna komunikacja w zespole</i>. Wyd. Samo Sedno, Warszawa</p> <p>Żbikowska K. (2013). <i>Komunikacja biznesowa oczami kierownika projektu</i>. Helion OnePress.</p> <p>Rzepka B. (2012). <i>Efektywna komunikacja w zespole</i>. Wyd. Samo Sedno, Warszawa</p>
	eResources addresses	<p>Podstawowe</p> <p><a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=39646">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=39646</a> - e-course Digital Technologies for Business Communication</p> <p>Adresy na platformie eNauczanie:</p> <p>Digital Technologies for Business Communication 2024 2025 - Moodle ID: 39646</p> <p><a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=39646">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=39646</a></p>
Example issues/ example questions/ tasks being completed	<p>Planning meetings and checking availability of all participants</p> <p>Creating spaces to share the content</p> <p>Assigning permissions to spaces with content</p> <p>Creating videoconference</p>	
Work placement	Not applicable	

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