GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Digital Business, PG_00053098		
Field of study	Data Engineering		
Date of commencement of studies	October 2023	Academic year of realisation of subject	2025/2026
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	assessment
Conducting unit	Department of Informatics In Management -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Magdalena Ciesielska	
	Teachers	dr inż. Magdalena Ciesielska	

Lesson types

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

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

The aim of the course is to prepare students to independently and collaboratively develop analyses and design solutions in the field of digital business based on knowledge of e-business models and the functioning of the electronic economy, as well as shaping attitudes related to social responsibility and reflection on the ethical aspects of digital activity in the context of designing and implementing data-driven business solutions.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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 independently and collaboratively develop studies and analyses concerning digital business models and solutions, using data analysis methods and tools appropriate for data engineering to evaluate and design e-business solutions.	[SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools [SU1] Assessment of task fulfilment
[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.	The student is prepared to reflect on the ethical, social, and business implications of proposed digital business solutions, particularly through participation in team case studies and discussions on social responsibility and the impact of digital technologies on the economic environment.	[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice
[K6_W09] has advanced knowledge of the nature of economic sciences and ways of its description with IT tools	The student knows and understands advanced concepts and mechanisms of entities operating in the digital economy, as well as methods of describing economic phenomena using IT and analytical tools applied in digital business.	[SW1] Assessment of factual knowledge

<table>
<tr><td>Subject contents</td><td>Course content – lecture
1. Introduction to e-business
2. E-business models and revenue streams
3. E-commerce infrastructure
4. Building an e-commerce presence
5. Payment and security systems in e-commerce
6. E-commerce marketing and advertising
7. Social, mobile, and local marketing
8. E-commerce law and ethics
9. E-commerce and services
10. Online media
11. Online communities
12. E-commerce in the B2B market
13. Application of AI in digital business
14. Basics of recommendation systems

Course content – laboratory
1. Digital strategy development
2. Marketplace analysis
3. Digital presence development
4. E-commerce data analysis</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>No requirements</td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>laboratory exercises</td><td>60.0%</td><td>50.0%</td></tr>
<tr><td>written colloquium</td><td>60.0%</td><td>50.0%</td></tr>
</table></td></tr>
<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>Laudon K.C., Traver C.G. (2014) E-commerce Business, technology, society. Pearson 2014.</td></tr>
<tr><td>Supplementary literature</td><td>Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2019). Digital business and e-commerce management. Pearson Uk.

Phillips, J. (2016). Ecommerce analytics: analyze and improve the impact of your digital strategy. FT Press.

Elgar, E. (2007). The digital business ecosystem. Edwar Elgar Publishing Limited.

Wirtz, B. W. (2021). Digital business and electronic commerce: Strategy, business models and technology. Cham: Springer.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>- models of e-business

- electronic payment systems

- methods of building customer loyalty in e-commerce

- developing your own e-commerce actvity: from strategy definition to data analysis</td></tr>
<tr><td>Practical activites within the subject</td><td>Not applicable</td></tr>
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