Subject card

Subject name and code	DIGITAL PLATFORMS AND SERVICES, PG_00061380
Field of study	Engineering Management

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	Polish
Semester of study	6	ECTS credits	4.0
Learning profile	general academic profile	Assessment form	exam

Conducting unit	Department Of Informatics In Management -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej

Name and surname of lecturer (lecturers)	Subject supervisor	prof. dr hab. inż. Marcin Sikorski
	Teachers	prof. dr hab. inż. Marcin Sikorski

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	7.0	48.0	100

Subject objectives	Designs digital platforms in the field of services for business, administration and social life

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_W06] classifies the obtained information, evaluating its usefulness to solve the formulated problems	evaluates the usefulness of information collected to design digital platforms and services in the field of cooperation with customers and future users	[SW1] Assessment of factual knowledge
	[K6_U07] applies information technology to improve critical analysis and evaluation of data and management processes	uses information technology to analyze digital service projects throughout their life cycle	[SU4] Assessment of ability to use methods and tools

Subject contents	Digital platforms and services for e-business, services and administration in modern socjety Design and development of digital services User-centric approaches to design, evaluation and testing Project management for digital services Cooperation with the client and future users Lifecycle management of digital services and mobile applications Operation, development and improvement Innovations in digital services Customer value perspective as a design approach Risk assessment related to "smart" innovations in digital services
Prerequisites and co-requisites	

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Writtten colloquium	60.0%	50.0%
	Laboratory	60.0%	50.0%

Recommended reading	Basic literature	Sikorski M. (2012). Usługi on-line. Jakość, interakcje, satysfakcja klienta. Wyd. PJWSTK Warszawa. URL: https://repin.pjwstk.edu.pl/xmlui/handle/186319/244 Szpringer W. (2020). Platformy cyfrowe i gospodarka współdzielenia. Wyd. Poltext

	Supplementary literature	Humble J., Molesky J. and Barry OReilly. Lean Enterprise: How High Performance Organizations Innovate at Scale. OReilly, 2019 Westerman G., Bonnet D., McAfee A. Leading Digital: Turning Technology into Business Transformation. Harvard Press, 2014 Perkin N., Abraham P. Building the Agile Business through Digital Transformation: How to Lead Digital Transformation in Your Workplace. Kogan Page, 2017
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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