GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Digital Business , PG_00053755					
Field of study	Engineering Management					
Date of commencement of studies	October 2021	**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	Full-time studies	**Mode of delivery**	e-learning			
Year of study	3	**Language of instruction**	English			
Semester of study	6	**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	30.0	0.0	30.0	0.0	0.0	60
	E-learning hours included: 60.0						

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	7.0	58.0	125

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 [SU4] Assessment of ability to use methods and tools

Subject contents	• UNIT 1 - Digital business and digital commerce • UNIT 2 - Opportunites and barriers of a digital business • UNIT 3 - Digital markets and digital goods • UNIT 4 - Digital start-ups • UNIT 5 - Digital business strategy - concepts and definition • UNIT 6 - Digital business strategy - formulation and implementation • UNIT 7 - Communication in (and of) digital business

Prerequisites and co-requisites	

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Invidual assessment	60.0%	40.0%
	Lab exercise	60.0%	60.0%

Recommended reading	Basic literature	• Kenneth C. Laudon and Jane P. Laudon. Management information systems: Managing the digital firm. 14th edition . Pearson Education . 2016 • Boyd, D. and Ellison, N. (2007) Social network sites: definition, history, and scholarship. Journal of Computer-Mediated Communication, 13 (1), 210-30. • Chaffey, D. and Smith, P.R. (2012) Emarketing Excellence: Planning and Optimizing Your Digital Marketing, 4th edn . Routledge, London.
	Supplementary literature	NA
	eResources addresses	Adresy na platformie eNauczanie: 2023/2024 Cyfrowy biznes (PG_00053755) - Moodle ID: 35277 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=35277
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	