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 2024	Academic year of realisation of subject	2026/2027
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	5.0
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 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: 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	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_K03] demonstrates the ability to think critically and analytically and integrates knowledge from many disciplines in order to make effective decisions	A student is able to make logical connections between the theoretical part of the course and practical lab activities.	[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice
	[K6_U02] prepares and presents convincingly professional presentations of the results of undertaken activities, with their advanced interpretation	A student is able to present convincingly professional presentations of the results of undertaken activities, with their advanced interpretation.	[SU5] Assessment of ability to present the results of task [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools
	[K6_W07] analyzes business processes in an advanced way in the technical, legal, economic, financial and social context	A student is able to observe, analyse and design a digital business strategy.	[SW1] Assessment of factual knowledge [SW3] Assessment of knowledge contained in written work and projects [SW2] Assessment of knowledge contained in presentation

Subject contents	
	UNIT 1 - Digital business and digital commerce
	UNIT 2 - Opportunities 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	
	No requirements

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	exam	60.0%	40.0%
	laboratory exercises	60.0%	60.0%

Recommended reading	Basic literature	Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2019). *Digital business and e-commerce management.* Pearson Uk. Elgar, E. (2007). *The digital business ecosystem*. Edwar Elgar Publishing Limited. Palmié, M., Miehé, L., Oghazi, P., Parida, V., & Wincent, J. (2022). The evolution of the digital service ecosystem and digital business model innovation in retail: The emergence of meta-ecosystems and the value of physical interactions. *Technological Forecasting and Social Change*, 121496. Weill, P., & Woerner, S. (2018). *What's your digital business model?: six questions to help you build the next-generation enterprise*. Harvard Business Press.
	Supplementary literature	Wirtz, B. W. (2024). *Digital business and electronic commerce: Strategy, business models and technology*. Springer Nature.
	eResources addresses	Podstawowe https://elibrary.pearson.de/book/99.150005/9781292193359 - Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2019). Digital business and e-commerce management. Pearson Uk. Uzupełniające Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed	The exam happens online and lasts for 1 h. The students will have ten questions to answer. Among them three questions are the same for all the students, while other seven are randomly assigned from the existing pool of 80+ questions.
	Below you can find the examples of the questions:
	- Please define the digital value proposition. Exemplify it with a company of your choice.
	- Name 3 barriers for technology adoption by businesses and 3 barriers by consumers. Choose one per each category and explain in detail.
Work placement	Not applicable

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