



## Subject card

Subject name and code	DIGITAL BUSINESS, PG_00061480						
Field of study	Engineering Management						
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	Part-time studies (on-line)		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						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Magdalena Ciesielska				
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	0.0	16.0	0.0	0.0	24
	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	24		7.0		69.0	100
Subject objectives	Analyzes various forms of digital business, assessing the impact of its key factors on economic success						
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		demonstrates the ability to think creatively and analytically by comparing information from many different sources		[SK5] Assessment of ability to solve problems that arise in practice		
	[K6_U02] prepares and presents convincing, professional presentations of the results of its activities, with their advanced interpretation		analyzes solutions used in digital business, identifying and interpreting key factors affecting its functioning		[SU3] Assessment of ability to use knowledge gained from the subject		
Subject contents	Digital business and e-commerce digital transformation Opportunities and barriers to the development of digital business Digital Markets. Digital goods Revenue models M-commerce Digital market: concept, trade, analysis Digital strategy: concept, goals, design, implementation New technologies in digital business Digital marketing						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Exam		60.0%		40.0%		
	Laboratory		60.0%		60.0%		
Recommended reading	Basic literature		Chaffey D., Digital Business and e-commerce management, PWN, 2022				
	Supplementary literature		Chmielarz W. (2007). Systemy biznesu elektronicznego. Wyd. Difin Warszawa Laudon K.C., Traver C.G. (2014) E-commerce Business, technology, society. Pearson 2014 Sikorski M. (2012). Usługi on-line. Jakość, interakcje, satysfakcja klienta. Wyd. PJWSTK Warszawa Dutko M. (2013). E-biznes. Poradnik praktyka. Helion				

	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Electronic business models Electronic payment systems Methods of building customer loyalty in e-commerce solutions	
Work placement	Not applicable	

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