GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	BUSINESS INFORMATICS, PG_00066516		
Field of study	Economic Analytics		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2024/2025
Education level	first-cycle studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research in the field of study
Mode of study	Part-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	ECTS credits	4.0
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 Grażyna Musiatowicz-Podbiał	
	Teachers	dr Grażyna Musiatowicz-Podbiał	

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	6.0	70.0	100

Subject objectives

Identifies IT systems defining their appropriate functioning and role of the organization

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_W03] Knows reliable sources of information and uses advanced knowledge to explain fundamental dilemmas of the modern economy.	uses information technology to solve specific economic problems, selecting appropriate data	[SW1] Assessment of factual knowledge
[K6_U07] Applies advanced information technologies to enhance data analysis and decision-making processes.	uses information technologies adequate to the problem to be solved, ensuring effective obtaining of the results needed to make a decision	[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

<table>
<tr><td>Subject contents</td><td>LECTURES

Information technology as a tool supporting organizationsInformation theory.Data, information, knowledge, information capital, knowledge-based economy.Information attributes and information security.Information system: structure, typology, development trends.Software Development Life Cycle.Integrated systems of the MRP / MRP (II) / ERP.CRM systems.Decision-suppor systems (incl. AI tools) E-business environment.Digital economy, digital business, digital transformation of organizations.Digital channels, multi-channeling, omnichanelling.Network and virtual organizations.Industry 5.0 and Sociecty 5.0.SDLC.

LABORATORIES
Using Excel as an analytical tool (sorting, filtering, searching and selecting of data).
Data structures: tables, lists and databases.
The use of financial formulas (loans, investments, discount and depreciation functions).
Data format and presentation (date and time functions, non-standard data formats).
Case study assignment based on actual market data.
Final assignment.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Foundational ability to use office applications for the analysis and presentation of data and phenomena.</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>Labs and assignments assessmen</td><td>50.0%</td><td>50.0%</td></tr><tr><td>Knowledge tests and assignments for lectures</td><td>50.0%</td><td>50.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td><table><tr><td>Basic literature</td><td>Ciesielska, C., Musiatowicz-Podbiał, G.(2021) Zarys problematyki zarządzania zasobami informatycznymi w przedsiębiorstwie. Gdańsk: Wydawnictwo PG.
Kisielnicki, J., Sroka, H. (2005). Systemy informacyjne biznesu; Informatyka dla zarządzania. Warszawa: AW Placet.
Laudon, J., Laudon, K. (2007). Management Information Systems Managing the Digital Firm. New Jersey: Prentice Hall.
Olszak, C., Ziemba, E. (red.) (2019). Strategie i modele gospodarki elektronicznej. Warszawa: PWN.
Wrycza, S, Maślankowski, J. (red.) (2021). Informatyka ekonomiczna; wyd II. Warszawa: PWN.</td></tr><tr><td>Supplementary literature</td><td>Afuah, A., Tucci, C. (2003). Biznes internetowy, strategie i modele; Kraków: Oficyna Ekonomiczna.
Cieciura, M. (2006). Podstawy technologii informatycznych z przykładami zastosowań. Warszawa: VIZJA PRESS&IT Sp. z o.o.
Grudzewski, W., Hejduk, I. (2002). Przedsiębiorstwo wirtualne. Warszawa: Difin.
Januszewski, A. (2008). Funkcjonalność Informatycznych systemów zarządzania - Zintegrowane systemy transakcyjne. Warszawa: PWN.</td></tr><tr><td>eResources addresses</td><td>Adresy na platformie eNauczanie:
INFORMATYKA BIZNESOWA NSTAC 24/25 - Moodle ID: 43027
https://enauczanie.pg.edu.pl/moodle/course/view.php?id=43027</td></tr></table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>What does intellectual capital represent in the enterprise?
What is the role of the IT system in an enterprise depending on the sector?
What are the possible applications of the Business Intelligence system?
How CRM systems support customer relationship management?
List 5 advantages of using MRP II system?
What are biggest challenges od IT system implementation?</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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