



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 (on-line)	Mode of delivery				blended-learning	
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: 18.0						
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 in the organization						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U07] Applies advanced information technologies to enhance data analysis and decision-making processes.		uses information technology to solve specific economic problems, selecting appropriate data		[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		
	[K6_W03] Knows reliable sources of information and uses advanced knowledge to explain fundamental dilemmas of the modern economy.		uses information technologies adequate to the problem to be solved, ensuring effective obtaining of the results needed to make a decision		[SW1] Assessment of factual knowledge		
Subject contents	<p>LECTURES</p> <p>Information technology as a tool supporting organizations. Information 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-support systems (incl. AI tools) E-business environment. Digital economy, digital business, digital transformation of organizations. Digital channels, multi-channeling, omnichanneling. Network and virtual organizations. Industry 5.0 and Society 5.0. SDLC.</p> <p>LABORATORIES</p> <p>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.</p>						
Prerequisites and co-requisites	Foundational ability to use office applications for the analysis and presentation of data and phenomena.						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Knowledge tests and assignments for lectures	50.0%	50.0%
	Labs and assignments assessment	50.0%	50.0%
Recommended reading	Basic literature	<p>Ciesielska, C., Musiatowicz-Podbiał, G. (2021) Zarys problematyki zarządzania zasobami informatycznymi w przedsiębiorstwie. Gdańsk: Wydawnictwo PG.</p> <p>Kisielnicki, J., Sroka, H. (2005). Systemy informacyjne biznesu; Informatyka dla zarządzania. Warszawa: AW Placet.</p> <p>Laudon, J., Laudon, K. (2007). Management Information Systems Managing the Digital Firm. New Jersey: Prentice Hall.</p> <p>Olszak, C., Ziemba, E. (red.) (2019). Strategie i modele gospodarki elektronicznej. Warszawa: PWN.</p> <p>Wrycza, S., Maślankowski, J. (red.) (2021). Informatyka ekonomiczna; wyd II. Warszawa: PWN.</p>	
	Supplementary literature	<p>Afuah, A., Tucci, C. (2003). Biznes internetowy, strategie i modele; Kraków: Oficyna Ekonomiczna.</p> <p>Cieciura, M. (2006). Podstawy technologii informatycznych z przykładami zastosowań. Warszawa: VIZJA PRESS&amp;IT Sp. z o.o.</p> <p>Grudzewski, W., Hejduk, I. (2002). Przedsiębiorstwo wirtualne. Warszawa: Difin.</p> <p>Januszewski, A. (2008). Funkcjonalność Informatycznych systemów zarządzania - Zintegrowane systemy transakcyjne. Warszawa: PWN.</p> <p>Januszewski, A. (2008). Funkcjonalność Informatycznych systemów zarządzania - Systemy Business Intelligence. Warszawa: PWN.</p>	
	eResources addresses	<p>Adresy na platformie eNauczenie:</p> <p>INFORMATYKA BIZNESOWA ONLINE 24/25 - Moodle ID: 43028</p> <p><a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=43028">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=43028</a></p>	
Example issues/ example questions/ tasks being completed	<p>What does intellectual capital represent?</p> <p>What is the role of the IT system in an enterprise depending on the sector?</p> <p>What are the possible applications of the Business Intelligence system?</p> <p>How CRM systems support customer relationship management?</p> <p>Please list 5 advantages of using MRP II system?</p> <p>What are biggest challenges of IT system implementation?</p>		
Work placement	Not applicable		

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