Subject card

Subject name and code	Digital Business , PG_00053755
Field of study	Engineering Management

Date of commencement of studies	October 2022	Academic year of realisation of subject	2024/2025
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	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: 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	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_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	[SU4] Assessment of ability to use methods and tools [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment
	[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

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	

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

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: 2024/2025_Digital Business (PG_00053755) - Moodle ID: 42878 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=42878

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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