



## 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	<ul style="list-style-type: none"><li>To know about digital business and digital commerce</li><li>To be aware of opportunities and barriers of digital business</li><li>To learn how to assess digital technologies that can be used in the supply chain in various domains</li><li>To assess the characteristics of digital start-ups</li><li>To know the main elements of a digital business strategy</li><li>To learn how to define a digital business strategy</li></ul>						
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	<p>UNIT 1 - Digital business and digital commerce</p> <p>UNIT 2 - Opportunities and barriers of a digital business</p> <p>UNIT 3 - Digital markets and digital goods</p> <p>UNIT 4 - Digital start-ups</p> <p>UNIT 5 - Digital business strategy - concepts and definition</p> <p>UNIT 6 - Digital business strategy - formulation and implementation</p> <p>UNIT 7 - Communication in (and of) digital business</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 703 786 736">Subject passing criteria</th> <th data-bbox="791 703 1137 736">Passing threshold</th> <th data-bbox="1142 703 1481 736">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 743 786 777">Lab exercise</td> <td data-bbox="791 743 1137 777">60.0%</td> <td data-bbox="1142 743 1481 777">60.0%</td> </tr> <tr> <td data-bbox="456 784 786 804">Exam</td> <td data-bbox="791 784 1137 804">60.0%</td> <td data-bbox="1142 784 1481 804">40.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Lab exercise	60.0%	60.0%	Exam	60.0%	40.0%		
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Exam	60.0%	40.0%										
Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>Kenneth C. Laudon and Jane P. Laudon. Management information systems: Managing the digital firm. 14th edition . Pearson Education . 2016</p> <p>Boyd, D. and Ellison, N. (2007) Social network sites: definition, history, and scholarship. Journal of Computer-Mediated Communication, 13 (1), 210-30.</p> <p>Chaffey, D. and Smith, P.R. (2012) Emarketing Excellence: Planning and Optimizing Your Digital Marketing, 4th edn . Routledge, London.</p> <p>NA</p>	<p>Adresy na platformie eNauzanie: 2024/2025_Digital Business (PG_00053755) - Moodle ID: 42878 <a href="https://enauzanie.pg.edu.pl/moodle/course/view.php?id=42878">https://enauzanie.pg.edu.pl/moodle/course/view.php?id=42878</a></p>									
Example issues/ example questions/ tasks being completed	<p>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.</p> <p>Below you can find the examples of the questions:</p> <p>- Please define the digital value proposition. Exemplify it with a company of your choice.</p> <p>- Name 3 barriers for technology adoption by businesses and 3 barriers by consumers. Choose one per each category and explain in detail.</p>											
Work placement	Not applicable											

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