



Subject card

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|---|--|--|---|-------------------------------------|--|------------|-----|
| Subject name and code | Digital Business, PG_00067379 | | | | | | |
| Field of study | Engineering Management | | | | | | |
| Date of commencement of studies | October 2025 | | Academic year of realisation of subject | | 2027/2028 | | |
| 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 | Full-time studies | | Mode of delivery | | at the university | | |
| Year of study | 3 | | Language of instruction | | Polish | | |
| Semester of study | 5 | | ECTS credits | | 3.0 | | |
| Learning profile | general academic profile | | Assessment form | | assessment | | |
| Conducting unit | Department Of Informatics In Management -> Faculty Of Management And Economics -> Wydział Politechniki Gdańskiej | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | | | | | |
| | Teachers | | | | | | |
| 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 | | 5.0 | | 10.0 | 75 |
| 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 | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [K6_W06] understands and applies methods for classifying and evaluating acquired information based on advanced general and specialized knowledge, with consideration of their application in various types of professional activities. | knows methods for analyzing, selecting, and evaluating digital information and understands their application in various areas of business and management activities | [SW3] Assessment of knowledge contained in written work and projects |
| | [K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions. | demonstrates an entrepreneurial attitude in the digital environment, making responsible decisions that take into account economic, social, and ethical aspects of online business operations | [SK3] Assessment of ability to organize work [SK4] Assessment of communication skills, including language correctness |
| | [K6_U03] collaborates with others in solving interdisciplinary problems. | is able to collaborate effectively in a team on digital projects that integrate knowledge from technology, management, and communication | [SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task |
| 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 | No requirements | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | written colloquium | 60.0% | 40.0% |
| | laboratory exercises | 60.0% | 60.0% |
| Recommended reading | Basic literature | Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2019). Digital business and e-commerce management. Pearson Uk. Elgar, E. (2007). The digital business ecosystem. Edwar Elgar Publishing Limited. Palmié, M., Miehé, L., Oghazi, P., Parida, V., & Wincent, J. (2022). The evolution of the digital service ecosystem and digital business model innovation in retail: The emergence of meta-ecosystems and the value of physical interactions. Technological Forecasting and Social Change, 121496. Weill, P., & Woerner, S. (2018). What's your digital business model?: six questions to help you build the next-generation enterprise. Harvard Business Press | |
| | Supplementary literature | Wirtz, B. W. (2024). Digital business and electronic commerce: Strategy, business models and technology. Springer Nature. | |
| | eResources addresses | Adresy na platformie eNauczanie: | |
| 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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