Subject card

Subject name and code	Digital Business, PG_00068038						
Field of study							
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 -> Wydziały 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

Learning outcomes		Course outcome	Subject outcome	Method of verification
		[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_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_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
	laboratory exercises	60.0%	60.0%
	written colloquium	60.0%	40.0%

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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