



Subject card

Subject name and code	Digital Platforms and Services, PG_00068069						
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		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		Polish		
Semester of study	6		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		exam		
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	15.0	0.0	30.0	0.0	0.0	45
	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	45		5.0		50.0	100
Subject objectives	Designs digital platforms in the field of services for business, administration and social life						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U07] uses advanced information technologies to enhance data analysis and management processes.		uses information technology to analyze digital service projects throughout their life cycle		[SU4] Assessment of ability to use methods and tools		
	[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.		evaluates the usefulness of information collected to design digital platforms and services in the field of cooperation with customers and future users		[SW1] Assessment of factual knowledge		
Subject contents	Digital platforms and services for e-business, services and administration in modern society Design and development of digital services User-centric approaches to design, evaluation and testing Project management for digital services Cooperation with the client and future users Lifecycle management of digital services and mobile applications Operation, development and improvement Innovations in digital services Customer value perspective as a design approach Risk assessment related to "smart" innovations in digital services						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Laboratory		60.0%		50.0%		
	Written colloquium		60.0%		50.0%		
Recommended reading	Basic literature		Sikorski M. (2012). Usługi on-line. Jakość, interakcje, satysfakcja klienta. Wyd. PJWSTK Warszawa. URL: https://repin.pjwstk.edu.pl/xmlui/handle/186319/244 Szpringer W. (2020). Platformy cyfrowe i gospodarka współdzielenia. Wyd. Poltext				

	Supplementary literature	Humble J., Molesky J. and Barry O'Reilly. Lean Enterprise: How High Performance Organizations Innovate at Scale. O'Reilly, 2019 Westerman G., Bonnet D., McAfee A. Leading Digital: Turning Technology into Business Transformation. Harvard Press, 2014 Perkin N., Abraham P. Building the Agile Business through Digital Transformation: How to Lead Digital Transformation in Your Workplace. Kogan Page, 2017
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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