GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Artificial Intelligence in Business, PG_00068072
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	assessment

Conducting unit	Department Of Informatics In Management -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej

Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Jakub Chabik
	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	Ability to build business value by mechanisms and tools of artificial intelligence, understanding its functioning in the society, their role in the enterprise as well as shaping the culture supporting innovations.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_U01] is able to analyze and evaluate complex processes in terms of their improvement, using various methods, including analytical and simulation techniques.	Team project with the utilization of AI.	[SU3] Assessment of ability to use knowledge gained from the subject [SU5] Assessment of ability to present the results of task
	[K6_W04] possesses advanced knowledge of the principles of creative and entrepreneurial activity, enabling the identification and implementation of innovative ideas while ensuring compliance with copyright protection requirements.	Ability to build business models with AI Enabling the enterprise to thrive with AI	[SW1] Assessment of factual knowledge [SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects
	[K6_K01] is ready to fulfill professional roles responsibly, taking legal, ethical, and cultural aspects into account in decision-making processes.	Preparing the solution of the realworld business problem and assessing it with mentors.	[SK1] Assessment of group work skills [SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice

Subject contents	- preparation of intermediate presentations - preparation of financial model - preparation of final presentation - presenting it

Prerequisites and co-requisites	
	- understanding of basics of articifical intelligence - understanding of enterprise finance - understanding of basic aspects of enteprise strategy - building a presentatino in English

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final presentation - content	50.0%	40.0%
	Final presentation - delivery	50.0%	40.0%
	Homework	50.0%	10.0%
	Activity	0.0%	10.0%

Recommended reading	Basic literature	
		Marek Tłuczek, "Jak sztuczna inteligencja zmieni twoje życie", Helion 2024 Feliks Kurp, "Sztuczna inteligencja od podstaw", Helion 2024 Yuval Noah Harari, "Nexus. A Brief History of Information Networks from the Stone Age to AI", Sandycove 2024
	Supplementary literature	
		Ethan Mollick, "Co-Intelligence: Living and Working with AI", Ebury 2024 Aleksandra Przegalińska, Tanilla Trantioro "Converging Minds", CRC Press
	eResources addresses	Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed	
	- AI-based business case - Building financial plan - Setting competitive advantages - Data governance - Final presentation

Work placement	Not applicable

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