



Subject card

Subject name and code	Artificial Intelligence in Business, PG_00068464						
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		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Part-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 -> Wydział 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	8.0	0.0	16.0	0.0	0.0	24
	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	24		5.0		71.0	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_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_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.		[SU5] Assessment of ability to present the results of task [SU3] Assessment of ability to use knowledge gained from the subject		
	[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	<div>- preparation of intermediate presentations</div> <div>- preparation of financial model</div> <div>- preparation of final presentation</div> <div>- presenting it</div>						

Prerequisites and co-requisites	<ul style="list-style-type: none">- understanding of basics of artificial intelligence- understanding of enterprise finance- understanding of basic aspects of enterprise strategy- building a presentation 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. Krótka historia informacji od epoki kamienia do sztucznej inteligencji", Wydawnictwo Literackie 2024	
	Supplementary literature	Ethan Mollick, "Co-Intelligence: Living and Working with AI", Ebury 2024 Aleksandra Przeglasińska, Tanilla Trantioro "Przenikanie umysłów", Wyd. Campus AI	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none">- AI-based business case- Building financial plan- Setting competitive advantages- Data governance- Final presentation		
Work placement	Not applicable		

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