



Subject card

Subject name and code	Digital Business, PG_00070230						
Field of study	Cyfrowy biznes						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
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		6.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Informatics In Management -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Magdalena Ciesielska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	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		10.0		80.0	150
Subject objectives	The aim of the course is to prepare students to independently analyze, design, and evaluate solutions used in digital business so that they can create and develop practical online ideas, make informed decisions based on data, and use expert opinions when planning activities in a digital environment.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_K03] Critically evaluates their own knowledge necessary to solve cognitive and practical problems, supplementing gaps with input from external experts.		The student knows and understands the principles of creative and entrepreneurial activity indicated in K6_W04, in the context of analyzing digital business models, identifying innovative ideas, and assessing their compliance with copyright requirements.		[SK5] Ocena umiejętności rozwiązywania problemów występujących w praktyce [SK4] Ocena umiejętności komunikacji, w tym poprawności językowej		
	[K6_W04] Possesses advanced knowledge of the principles of creative and entrepreneurial action, including identifying and implementing innovative ideas while considering copyright protection requirements.		The student is ready to critically evaluate their knowledge of digital business, in particular through participation in case studies, expert consultations, and reflection on the selection of sources used in class.		[SW3] Ocena wiedzy zawartej w opracowaniu tekstowym i projektowym		

Subject contents	Course content – lecture 1. The origins of e-commerce and digital business 2. Introduction to digital transformation 3. Digital strategy for businesses 4. Digital markets 5. Digital goods 6. Revenue models 7. Digital market analysis 8. Digital marketing 9. Virtual enterprise 10. Starting your own business 11. Legal regulations of digital business 12. Characteristic features of digital start-ups 13. New technologies in digital business		
	Course content – exercises 1. Digital strategy formulation 2. Marketplace analysis 3. Building online presence 4. Analytics		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		60.0%	60.0%
		60.0%	40.0%
Recommended reading	Basic literature	Chaffey D., Digital Business and e-commerce management, PWN, 2022	
	Supplementary literature	Chmielarz W. (2007). Systemy biznesu elektronicznego. Wyd. Difin Warszawa Laudon K.C., Traver C.G. (2014) E-commerce Business, technology, society. Pearson 2014 Sikorski M. (2012). Usługi on-line. Jakość, interakcje, satysfakcja klienta. Wyd. PJWSTK Warszawa Dutko M. (2013). E-biznes. Poradnik praktyka. Helion	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Develop a digital strategy for your idea. Build your business's online presence. Draw conclusions from analytical data.		
Practical activities within the subject	Not applicable		

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