GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	DIGITAL BUSINESS, PG_00070644		
Field of study	Engineering Management		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
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 -> 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	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	3.0	12.0	75

Subject objectives

Preparing students to analyze and evaluate digital business models and make managerial decisions based on knowledge of the conditions affecting the functioning of enterprises in a digital environment, as well as fostering attitudes related to critical, analytical, and responsible decision-making in the context of contemporary challenges of the digital economy.

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.	is ready to make responsible decisions regarding the implementation of digital solutions in an enterprise, considering their economic value as well as social and environmental consequences.	[SK5] Assessment of ability to solve problems that arise in practice
[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 and understands methods for classifying and evaluating information used in digital business activities, particularly in the areas of business models, market data, and digital tools.	[SW3] Assessment of knowledge contained in written work and projects
[K6_U03] collaborates with others in solving interdisciplinary problems.	is able to collaborate in a team when analyzing and designing digital business solutions, integrating technological, organizational, and market perspectives to address interdisciplinary problems.	[SU3] Assessment of ability to use knowledge gained from the subject [SU5] Assessment of ability to present the results of task

Subject contents	Course content – lecture 1. Fundamentals of digital economics 2. Setting up and running an online store 3. Legal aspects of online commerce 4. E-commerce markets 5. Business and revenue models 6. Building an online presence (website, mobile, app) 7. E-commerce marketing and advertising 8. Social, mobile, and local marketing 9. Ethical, social, and political aspects of e-commerce 10. Digital market analysis 11. Online services and commerce 12. Online content and media 13. The application of AI in digital business Course content – laboratory Module 1: Market analysis and digital strategy development Module 2: Creating an online presence Module 3: Optimization Module 4: Analytics
Prerequisites and co-requisites	
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Assessment	60.0%	40.0%
Practical tasks	60.0%	60.0%

Recommended reading	Basic literature	1. Chaffey D., Digital Business and e-commerce management, PWN, 2022
	Supplementary literature	1. Chmielarz W. (2007). Systemy biznesu elektronicznego. Wyd. Difin Warszawa 2. Laudon K.C., Traver C.G. (2014) E-commerce Business, technology, society. Pearson 2014 3. Sikorski M. (2012). Usługi on-line. Jakość, interakcje, satysfakcja klienta. Wyd. PJWSTK Warszawa 4. Dutko M. (2013). E-biznes. Poradnik praktyka. Helion
	eResources addresses	
Example issues/ example questions/ tasks being completed	Develop a digital business strategy for your chosen idea	
Practical activites within the subject	Not applicable	

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