



Subject card

Subject name and code	DIGITAL BUSINESS, PG_00070686						
Field of study							
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		English		
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
	Practical tasks	60.0%	40.0%
	Assessment	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 activities within the subject	Not applicable		

Document generated electronically. Does not require a seal or signature.