GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	ARTIFICIAL INTELLIGENCE IN BUSINESS, PG_00070696		
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	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	English
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 -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Jakub Chabik	
	Teachers		

Lesson types

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	3.0	52.0	100

Subject objectives

to prepare students to design and evaluate business solutions using artificial intelligence, based on knowledge of innovative and entrepreneurial organizational practices, and to develop attitudes of responsible decision-making that take into account ethical, legal, and cultural aspects in the context of business operations.

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.	is able to analyze and evaluate business processes in terms of the potential application of artificial intelligence, using analytical methods and techniques to design and assess solutions that support decision-making in the enterprise.	[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.	knows and understands the principles of creative and entrepreneurial organizational activity in the context of designing business models and identifying sources of business value using artificial intelligence.	[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.	is prepared to responsibly perform professional roles related to the implementation of artificial intelligence–based solutions, in particular through teamwork, reflection on decision-making consequences, and evaluation of ethical, legal, and cultural aspects addressed in the course.	[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	Course content – lecture 1. Introduction to artificial intelligence and its role in the enterprise 2. Basic concepts and technologies of artificial intelligence 3. Artificial intelligence and enterprise strategy 4. Applications of artificial intelligence in corporate finance 5. Large language models (LLMs) and their applications in business activities 6. Using remote APIs of large language models in business practice 7. Designing and preparing a financial model using AI tools 8. Developing an analytical project using artificial intelligence intermediate exercises 9. Preparing a project presentation in English 10. Final presentation of a project on the use of artificial intelligence in the enterprise Course content – laboratory 1. Introduction to artificial intelligence and its role in the enterprise 2. Basic concepts and technologies of artificial intelligence 3. Artificial intelligence and enterprise strategy 4. Applications of artificial intelligence in corporate finance 5. Large language models (LLMs) and their applications in business activities 6. Using remote APIs of large language models in business practice 7. Designing and preparing a financial model using AI tools 8. Developing an analytical project using artificial intelligence intermediate exercises 9. Preparing a project presentation in English 10. Final presentation of a project on the use of artificial intelligence in the enterprise
Prerequisites and co-requisites	
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Group presentation of the analysis of a business solution using artificial intelligence.	60.0%	10.0%
Online test with problem-based questions concerning business models and the business value of artificial intelligence–based solutions.	60.0%	40.0%
Final project presentation with an assessment of the ethical, legal, and cultural consequences of implementing artificial intelligence.	60.0%	30.0%
Individual problem-based tasks assessing the analysis of business processes and the selection of analytical methods for artificial intelligence applications.	60.0%	20.0%

Recommended reading	Basic literature	1. Marek Tłuczek, "Jak sztuczna inteligencja zmieni twoje życie", Helion 2024 2. Feliks Kurp, "Sztuczna inteligencja od podstaw", Helion 2024 3. Yuval Noah Harari, "Nexus. A Brief History of Information Networks from the Stone Age to AI", Sandycove 2024
	Supplementary literature	1. Ethan Mollick, "Co-Intelligence: Living and Working with AI", Ebury 2024 2. Aleksandra Przegalińska, Tanilla Trantioro "Converging Minds", CRC Press
	eResources addresses	
Example issues/ example questions/ tasks being completed	• AI-based business case • Building financial plan • Setting competitive advantages • Data governance • Final presentation	
Practical activites within the subject	Not applicable	

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