



Subject card

Subject name and code	DIGITAL BUSINESS, PG_00070734						
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	Part-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	18.0	0.0	18.0	0.0	0.0	36
	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	36	3.0	36.0	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	<p>Course content – lecture</p> <ol style="list-style-type: none"> 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 <p>Course content – laboratory</p> <p>Module 1: Market analysis and digital strategy development</p> <p>Module 2: Creating an online presence</p> <p>Module 3: Optimization</p> <p>Module 4: Analytics</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Assessment</td> <td>60.0%</td> <td>40.0%</td> </tr> <tr> <td>Practical tasks</td> <td>60.0%</td> <td>60.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Assessment	60.0%	40.0%	Practical tasks	60.0%	60.0%
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Example issues/ example questions/ tasks being completed	Develop a digital business strategy for your chosen idea											
Practical activities within the subject	Not applicable											

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