GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	DIGITAL PLATFORMS AND SERVICES, PG_00070748		
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	Optional subject group 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	6	ECTS credits	4.0
Learning profile	general academic profile	Assessment form	exam
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	prof. dr hab. inż. Marcin Sikorski	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	9.0	0.0	18.0	0.0	0.0	27

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	27	3.0	70.0	100

Subject objectives

preparing students for the analysis and design of digital platforms and services, using information technologies for the critical evaluation of data and processes, based on knowledge of classifying and assessing the usefulness of information, and fostering a responsible approach to designing digital solutions in the context of the needs of business, public administration, and social users.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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.	has knowledge of methods for assessing the usefulness of information collected for the purpose of designing digital platforms and services in the context of cooperation with clients and future users	[SW1] Assessment of factual knowledge
[K6_U07] uses advanced information technologies to enhance data analysis and management processes.	uses information technology to analyse digital service projects throughout their life cycle.	[SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools

Subject contents	Course content – lecture 1. Digital platforms and services for e-business, services and administration in modern socjety 2. Design and development of digital services 3. User-centric approaches to design, evaluation and testing 4. Project management for digital services 5. Cooperation with the business client and future users in IT projects 6. Lifecycle management of digital services and mobile applications 7. Operation, development and improvement 8. Product-oriented innovations in digital services 9. Process-oriented innovations in digital services 10. AI-based innovations in digital services 11. Customer value perspective as a design approach 12. Risk assessment related to "smart" innovations in digital services Course content – laboratory 1. Analysis of selected digital services 2. Developing a vision for an innovative digital service -- identifying the problem. 3. Identifying and understanding user needs. 4. Collecting and mappping user stories. 5. Development of a conceptual design of a digital service. 6. Development of user flow and screen flow diagrams. 7. Development of early (Lo-Fi) prototypes. 8. Development of scenarios for usability testing with users. 9. Development of detailed (Hi-Fi) prototypes. 10. Planning usability tests with users. 11. Performing usability tests with users. 12. Collecting and analysing feedback from users. 13. Developing usability test results. 14. Developing the scope of required changes and improvements.
Prerequisites and co-requisites	
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Laboratory tasks	60.0%	50.0%
Problem questions	60.0%	50.0%

Recommended reading	
Basic literature	1. Sikorski M. (2012). Usługi on-line. Jakość, interakcje, satysfakcja klienta. Wyd. PJWSTK Warszawa. URL: https://repin.pjwstk.edu.pl/xmlui/handle/186319/244 2. Szpringer W. (2020). Platformy cyfrowe i gospodarka współdzielenia. Wyd. Poltext
Supplementary literature	1. Doligalski I., Goliński M. (2024). Platformy Cyfrowe. Modele Biznesu, Zastsowania, Użytkownicy, Wyd. SGH Warszawa.
eResources addresses	
Example issues/ example questions/ tasks being completed	• Describe the main categories of innovation in digital services • Describe the use of prototyping in digital service projects • Describe changes in digital services caused by AI applications
Practical activites within the subject	Not applicable

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