GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	AI IN BUSINESS, PG_00070846		
Field of study	Economic Analytics		
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	6	ECTS credits	4.0
Learning profile	general academic profile	Assessment form	exam
Conducting unit	Department of Entrepreneurship and Institutional Environment -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Marita Mcphillips	
	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 use AI tools in solving business problems based on knowledge of data analysis and artificial intelligence technologies, as well as to develop attitudes of critical evaluation and responsibility in their application.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_K03] is prepared to critically assess the knowledge they possess, which is necessary for solving cognitive and practical problems, and to supplement any gaps with opinions from external experts.	is ready to critically evaluate AI-based analyses and complement their knowledge with expert opinions when making business decisions.	[SK1] Assessment of group work skills [SK3] Assessment of ability to organize work
[K6_W07] knows and understands advanced methods for analyzing economic, financial, and social phenomena, taking into account legal and ethical issues.	knows and understands methods of analyzing economic and social phenomena using AI tools, including legal and ethical aspects of their application in business.	[SW1] Assessment of factual knowledge
[K6_U03] collaborates with others in solving interdisciplinary problems.	is able to collaborate with others in solving business problems using AI, sharing tasks and integrating knowledge from different areas.	[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools

<table>
<tr><td>Subject contents</td><td>Course content – lecture
1. Introduction to artificial intelligence in business
2. AI models and their applications in organizations
3. Data as the foundation of AI systems
4. Generative AI in business
5. Automation of business processes using AI
6. AI in marketing and customer analytics
7. AI in finance and risk management
8. AI in operations management and supply chains
9. Recommendation systems and service personalization
10. Implementation of AI solutions in organizations
11. Evaluation of AI project effectiveness
12. AI project management
13. Risks and limitations of AI applications in business
14. Ethical and regulatory aspects of AI
15. The future of AI in business and new value models

Course content – laboratory
1. Creating a simple conversational agent
2. Integrating an agent with external data sources
3. Integrating agents with data and APIs
4. Building an agent supporting business decision-making
5. Testing and evaluation of AI agent performance
6. Monitoring and optimization of AI agents
7. Security and control of AI agent operations
8. Team project development of an AI agent for a business problem</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Business Intelligence, Project management</td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Group project</td><td>60.0%</td><td>80.0%</td></tr>
<tr><td>Oral assessment</td><td>60.0%</td><td>20.0%</td></tr>
</table></td></tr>
<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>1. Szpringer, W. (2024). Sztuczna inteligencja w zarządzaniu: regulacja a konkurencja. Poltext.
2. Gregor, B., Kaczorowska-Spychalska, D. (red.). (2022). Technologie cyfrowe w biznesie: Przedsiębiorstwa 4.0 a sztuczna inteligencja. Wydawnictwo Naukowe PWN.</td></tr>
<tr><td>Supplementary literature</td><td>1. Gałek, D. (2024). AI in business: A practical guide to applying artificial intelligence in various industries. Self-published.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>1. Design and implementation of a simple AI agent supporting a selected business process
2. Analysis of opportunities and limitations of AI applications in a selected industry
3. Evaluation of AI agent performance based on results and defined criteria</td></tr>
<tr><td>Practical activites within the subject</td><td>Not applicable</td></tr>
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