



Subject card

Subject name and code	AI IN BUSINESS, PG_00070916						
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	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 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. Anna Trzaskowska				
	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	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_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		
	[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		

Subject contents	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		
Prerequisites and co-requisites	Business Intelligence, Project management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group project	60.0%	80.0%
	Oral assessment	60.0%	20.0%
Recommended reading	Basic literature	1. Szpringer, W. (2024). <i>Sztuczna inteligencja w zarządzaniu: regulacja a konkurencja</i>. Poltext. 2. Gregor, B., Kaczorowska-Spychalska, D. (red.). (2022). <i>Technologie cyfrowe w biznesie: Przedsiębiorstwa 4.0 a sztuczna inteligencja</i>. Wydawnictwo Naukowe PWN.	
	Supplementary literature	1. Gątek, D. (2024). <i>AI in business: A practical guide to applying artificial intelligence in various industries</i>. Self-published.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	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		
Practical activities within the subject	Not applicable		

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