



Subject card

Subject name and code	DIGITAL BUSINESS, PG_00071735						
Field of study	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	Full-time studies	Mode of delivery				at the university	
Year of study	3	Language of instruction				English	
Semester of study	5	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. Magdalena Ciesielska					
	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	The aim of the course is to prepare students to collaborate on solving interdisciplinary problems in digital business using information analysis methods, based on knowledge of digital management and information technology, and to foster attitudes related to making competent and ethical decisions in the context of an organizations digital transformation.						
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.		The student is prepared to make informed and ethical decisions in the field of digital business, particularly through participation in team projects related to digital transformation, data analysis, and the implementation of IT solutions.		[SK5] Assessment of ability to solve problems that arise in practice [SK4] Assessment of communication skills, including language correctness		
	[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.		The student is familiar with and understands methods of classifying and evaluating information in the context of data analysis, information systems, and AI applications in digital business.		[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge		
	[K6_U03] collaborates with others in solving interdisciplinary problems.		The student is able to collaborate with others to solve interdisciplinary problems in digital business, applying methods of strategic IT analysis, business model design, and digital transformation project management.		[SU1] Assessment of task fulfilment [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools [SU2] Assessment of ability to analyse information		

Subject contents	Course content – lecture		
	<ol style="list-style-type: none"> 1. Introduction to Digital Business 2. Digital Society, Digital Economy and Value Creation 3. Digital Technologies 4. Digital Innovation 5. Information Systems and Their Types 6. The Application of AI in Business 7. Strategic IT Management: AI, Data and IT Governance, 8. Strategic IT Management Tools and Frameworks 9. Digital Business Strategy: Planning, Implementation, Monitoring 10. Assessment of an Enterprises Transformational Capabilities 11. Digital Transformation Project Management: Scope, Time, Costs, Risk 		
	Course content – laboratory		
	<ol style="list-style-type: none"> 1. Business Plan 2. Business Models and Value Proposition 3. Strategic IT Analysis: As-Is analysis 4. Business-IT Alignment: To-Be definition 5. Data Governance 6. AI Governance 7. Maturity Assessment 8. Digital Transformation Project Management 9. IT Balanced Scorecard 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	laboratorium	60.0%	60.0%
	test	60.0%	40.0%
Recommended reading	Basic literature	<p>Wirtz, B. W. (2019). <i>Digital business models</i> (pp. 137-152). Manhattan, New York, NY: Springer International Publishing.</p> <p>Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2019). <i>Digital business and e-commerce management</i>. Pearson Uk.</p> <p>Aagaard, A., Aagaard, A., & Harrison, A. (2019). <i>Digital business models</i>. Cham: Springer International Publishing.</p>	
	Supplementary literature	<p>Bullock, J. B., Chen, Y. C., Himmelreich, J., Hudson, V. M., Korinek, A., Young, M. M., & Zhang, B. (Eds.). (2024). <i>The Oxford handbook of AI governance</i>. Oxford University Press.</p> <p>Floridi, L. (Ed.). (2021). <i>Ethics, governance, and policies in artificial intelligence</i> (Vol. 144). Cham: Springer.</p> <p>Ladley, J. (2019). <i>Data governance: How to design, deploy, and sustain an effective data governance program</i>. Academic Press.</p> <p>Eryurek, E., Gilad, U., Lakshmanan, V., Kibunguchy-Grant, A., & Ashdown, J. (2021). <i>Data governance: The definitive guide</i>. " O'Reilly Media, Inc."</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Business idea; selecting the right technology for the idea, identifying innovations, benchmarking the competition, transformation project		
Practical activities within the subject	Not applicable		

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