



Subject card

Subject name and code	Digital Technologies for Business Communication, PG_00053094						
Field of study	Data Engineering, Data Engineering						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
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	2	Language of instruction			English		
Semester of study	3	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. Sebastian Wilczewski				
	Teachers		dr inż. Sebastian Wilczewski				
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		6.0		24.0	75
Subject objectives	<p>The course is intended to:</p> <ul style="list-style-type: none"> • Understanding the ways of communications in contemporary organizations • Understanding of different communication channels, • Understanding how to make appropriate communications, • Get the skill to use modern tools in communication proces 						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U03] demonstrates professional and effective teamwork, both as a leader and as a team member		The student is able to collaborate effectively with others in organizing meetings and videoconferences, as well as jointly developing documents and other content, demonstrating professionalism both as a leader and as a team member.		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K6_U02] prepares and presents convincingly professional presentations of the results of undertaken activities, with their advanced interpretation		The student is able to organize a videoconference and plan a meeting, as well as prepare and deliver a professional presentation of their results, including advanced interpretation		[SU5] Assessment of ability to present the results of task		
	[K6_W03] identifies veracious sources of information relevant to the analyzed issues		Student is able to identify reliable sources of information across various channels (intranet portal, emails, and others) and create reports and analyses based on them.		[SW3] Assessment of knowledge contained in written work and projects		

Subject contents

Course content – lecture

1. Fundamentals of communication in projects and organizations.
2. Communication management and stakeholder management in projects.
3. Communication planning and selection of appropriate communication channels.
4. Defining project goals (SMART) and measuring progress (KPIs).
5. Task prioritization and time management (MoSCoW method, Eisenhower matrix).
6. Organization and facilitation of online meetings.
7. Communicating change in organizations and projects.
8. Feedback and building a culture of open feedback within teams.
9. Knowledge management and knowledge sharing in organizations.
10. Digital communication and the issue of digital fatigue.
11. Communication in crisis situations.
12. Negotiation in business and conflict resolution.
13. Cognitive biases influencing communication and decision-making.
14. Use of digital tools in team communication (e.g., Microsoft Teams, Trello, Outlook, Miro, Forms, presentation tools).

Course content – laboratory

1. Fundamentals of communication in projects and organizations.
2. Communication management and stakeholder management in projects.
3. Communication planning and selection of appropriate communication channels.
4. Defining project goals (SMART) and measuring progress (KPIs).
5. Task prioritization and time management (MoSCoW method, Eisenhower matrix).
6. Organization and facilitation of online meetings.
7. Communicating change in organizations and projects.
8. Feedback and building a culture of open feedback within teams.
9. Knowledge management and knowledge sharing in organizations.
10. Digital communication and the issue of digital fatigue.
11. Communication in crisis situations.

	<p>12. Negotiation in business and conflict resolution.</p> <p>13. Cognitive biases influencing communication and decision-making.</p> <p>14. Use of digital tools in team communication (e.g., Microsoft Teams, Trello, Outlook, Miro, Forms, presentation tools).</p>									
Prerequisites and co-requisites	No requirements									
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="451 421 794 450">Subject passing criteria</th> <th data-bbox="794 421 1145 450">Passing threshold</th> <th data-bbox="1145 421 1485 450">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 450 794 479">Practical exercise</td> <td data-bbox="794 450 1145 479">60.0%</td> <td data-bbox="1145 450 1485 479">50.0%</td> </tr> <tr> <td data-bbox="451 479 794 508">Final test</td> <td data-bbox="794 479 1145 508">60.0%</td> <td data-bbox="1145 479 1485 508">50.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Practical exercise	60.0%	50.0%	Final test	60.0%	50.0%
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Final test	60.0%	50.0%								
Recommended reading	<p>Basic literature</p> <p>Project Management Institute. (2013). <i>A guide to the project management body of knowledge (PMBOK® Guide)</i> (5th ed.). Newtown Square, PA: Project Management Institute.</p> <p>Ramani, S., Könings, K. D., Ginsburg, S., & van der Vleuten, C. P. M. (2019). Feedback redefined: Principles and practice. <i>Journal of General Internal Medicine</i>, 34(5), 744-749.</p> <p>Rashid, M., Akhtar, Z., Khanam, F., Kour, M., & Khanam, F. (2025). Implementation of the Pendletons model of feedback among Phase-I MBBS students.</p> <p>Supriyadi, T., Sulistasih, S., Rahmi, K. H., Pramono, B., & Fahrudin, A. (2025). The impact of digital fatigue on employee productivity and well-being: A scoping literature review. <i>Environment and Social Psychology</i>, 10(2).</p> <p>Wells, J. (2023). A systematic review of the impact of remote working referenced to the concept of worklife flow on physical and psychological health.</p> <p>Office of Government Commerce. (2007). <i>Service transition</i>. Norwich: The Stationery Office.</p> <p>Entman, R. M. (2007). Framing bias: Media in the distribution of power. <i>Journal of Communication</i>, 57(1), 163-173.</p> <p>Greenwald, A. G., & Banaji, M. R. (1995). Implicit social cognition: Attitudes, self-esteem, and stereotypes. <i>Psychological Review</i>, 102(1), 4-27.</p> <p>McKinsey Global Institute. (2023). <i>Generative AI and the future of work in America</i>.</p> <p>Hall, C. E. (2023). The relationship between homeworking during COVID-19 and both mental health and productivity: A systematic review.</p> <p>Lyzwinski, L. N. (2024). Organizational and occupational health issues with working remotely during the pandemic: A scoping review of remote work and health.</p> <p>Mahoney, M. J. (1977). Publication prejudices: An experimental study of confirmatory bias in the peer review system. <i>Cognitive Therapy and Research</i>, 1(2), 161-175.</p> <p>Newstead, S. E., Pollard, P., Evans, J. S. B., & Allen, J. L. (1992). The source of belief bias effects in syllogistic reasoning. <i>Cognition</i>, 45(3), 257-284.</p> <p>Nicolau, J. L., Mellinas, J. P., & Martín-Fuentes, E. (2020). The halo effect: A longitudinal approach. <i>Annals of Tourism Research</i>, 83, 1029-38.</p> <p>Peters, U. (2022). What is the function of confirmation bias? <i>Erkenntnis</i>, 87, 1351-1376.</p> <p>Samuelson, W., & Zeckhauser, R. (1988). Status quo bias in decision making. <i>Journal of Risk and Uncertainty</i>, 1(1), 7-59.</p>									

	Supplementary literature	<p>Project Management Institute. (2013). <i>A guide to the project management body of knowledge (PMBOK® Guide)</i> (5th ed.). Newtown Square, PA: Project Management Institute.</p> <p>Ramani, S., Könings, K. D., Ginsburg, S., & van der Vleuten, C. P. M. (2019). Feedback redefined: Principles and practice. <i>Journal of General Internal Medicine</i>, 34(5), 744-749.</p> <p>Rashid, M., Akhtar, Z., Khanam, F., Kour, M., & Khanam, F. (2025). Implementation of the Pendletons model of feedback among Phase-I MBBS students.</p> <p>Supriyadi, T., Sulistiasih, S., Rahmi, K. H., Pramono, B., & Fahrudin, A. (2025). The impact of digital fatigue on employee productivity and well-being: A scoping literature review. <i>Environment and Social Psychology</i>, 10(2).</p> <p>Wells, J. (2023). A systematic review of the impact of remote working referenced to the concept of worklife flow on physical and psychological health.</p> <p>Office of Government Commerce. (2007). <i>Service transition</i>. Norwich: The Stationery Office.</p> <p>Entman, R. M. (2007). Framing bias: Media in the distribution of power. <i>Journal of Communication</i>, 57(1), 163-173.</p> <p>Greenwald, A. G., & Banaji, M. R. (1995). Implicit social cognition: Attitudes, self-esteem, and stereotypes. <i>Psychological Review</i>, 102(1), 427.</p> <p>McKinsey Global Institute. (2023). <i>Generative AI and the future of work in America</i>.</p> <p>Hall, C. E. (2023). The relationship between homeworking during COVID-19 and both mental health and productivity: A systematic review.</p> <p>Lyzwinski, L. N. (2024). Organizational and occupational health issues with working remotely during the pandemic: A scoping review of remote work and health.</p> <p>Mahoney, M. J. (1977). Publication prejudices: An experimental study of confirmatory bias in the peer review system. <i>Cognitive Therapy and Research</i>, 1(2), 161-175.</p> <p>Newstead, S. E., Pollard, P., Evans, J. S. B., & Allen, J. L. (1992). The source of belief bias effects in syllogistic reasoning. <i>Cognition</i>, 45(3), 257-284.</p> <p>Nicolau, J. L., Mellinas, J. P., & Martín-Fuentes, E. (2020). The halo effect: A longitudinal approach. <i>Annals of Tourism Research</i>, 83, 1029-38.</p> <p>Peters, U. (2022). What is the function of confirmation bias? <i>Erkenntnis</i>, 87, 1351-1376.</p> <p>Samuelson, W., & Zeckhauser, R. (1988). Status quo bias in decision making. <i>Journal of Risk and Uncertainty</i>, 1(1), 759.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Planning meetings and checking availability of all participants</p> <p>Creating spaces to share the content</p> <p>Assigning permissions to spaces with content</p> <p>Creating videoconference</p>	
Practical activities within the subject	Not applicable	

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