



Subject card

Subject name and code	Digital Business, PG_00053098						
Field of study	Data Engineering, Data Engineering						
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	6	ECTS credits			5.0		
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		dr inż. Magdalena Ciesielska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	30.0	0.0	0.0	60
	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	60		4.0		61.0	125
Subject objectives	The aim of the course is to prepare students to analyze business processes and design digital business strategies using data based on knowledge of e-business models and the functioning of the digital economy, as well as to shape attitudes related to critical thinking, responsibility, and decision-making in the context of designing and communicating business solutions in a digital environment.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U02] prepares and presents convincingly professional presentations of the results of undertaken activities, with their advanced interpretation		Students will be able to analyze data and information concerning the functioning of digital enterprises, and design and present digital business strategies using appropriate methods of analysis and tools for presenting results.		[SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task		
	[K6_W07] analyzes business processes in an advanced way in the technical, legal, economic, financial and social context		The student knows and understands the processes of digital business functioning as well as e-business and e-commerce models in the context of technical, economic, legal, and social conditions of the digital economy.		[SW3] Assessment of knowledge contained in written work and projects [SW2] Assessment of knowledge contained in presentation [SW1] Assessment of factual knowledge		
	[K6_K03] demonstrates the ability to think critically and analytically and integrates knowledge from many disciplines in order to make effective decisions		The student is prepared to critically analyze digital business solutions and integrate knowledge of technology, economics, and management in order to make design decisions while working in teams on tasks carried out in Digital Business classes.		[SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills		

Subject contents	<p>Course content – lecture 1. Introduction to e-business 2. E-business models and revenue streams 3. E-commerce infrastructure 4. Building an e-commerce presence 5. Payment and security systems in e-commerce 6. E-commerce marketing and advertising 7. Social, mobile, and local marketing 8. E-commerce law and ethics 9. E-commerce and services 10. Online media 11. Online communities 12. E-commerce in the B2B market 13. Application of AI in digital business 14. Basics of recommendation systems</p> <p>Course content – laboratory 1. Digital strategy development 2. Marketplace analysis 3. Digital presence development 4. E-commerce data analysis</p>											
Prerequisites and co-requisites	No requirements											
Assessment methods and criteria	<table border="1" data-bbox="448 367 1487 472"> <thead> <tr> <th data-bbox="448 367 794 405">Subject passing criteria</th> <th data-bbox="794 367 1141 405">Passing threshold</th> <th data-bbox="1141 367 1487 405">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 405 794 434">written colloquium</td> <td data-bbox="794 405 1141 434">60.0%</td> <td data-bbox="1141 405 1487 434">40.0%</td> </tr> <tr> <td data-bbox="448 434 794 472">laboratory exercises</td> <td data-bbox="794 434 1141 472">60.0%</td> <td data-bbox="1141 434 1487 472">60.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	written colloquium	60.0%	40.0%	laboratory exercises	60.0%	60.0%
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Example issues/ example questions/ tasks being completed	- e-business models - electronic payment systems - methods of building customer loyalty in e-commerce solutions											
Practical activities within the subject	Not applicable											

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