



Subject card

Subject name and code	Applications of AI methods in enterprise, PG_00045376						
Field of study	Data Engineering, Data Engineering						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2029/2030		
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	4	Language of instruction			English		
Semester of study	7	ECTS credits			4.0		
Learning profile	general academic profile	Assessment form			exam		
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. Jakub Chabik					
	Teachers	dr inż. Jakub Chabik					
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	4.0		51.0		100
Subject objectives	The aim of the course is to acquaint students with the possible applications of artificial intelligence in the enterprise						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W06] classifies the acquired information, assessing its usefulness in solving the formulated problems	The student is able to design and justify AI-based business solutions, demonstrating an understanding of how AI technologies are implemented and tested to deliver business value.			[SW3] Assessment of knowledge contained in written work and projects		
	[K6_U07] uses information technologies to improve the acquisition, analysis and processing of data in business applications	The student is able to create technological and business solutions using artificial intelligence			[SU4] Assessment of ability to use methods and tools [SU1] Assessment of task fulfilment		
	[K6_K01] demonstrates awareness of legal, ethical and cultural diversity issues, making socially responsible decisions	Student is able to collaborate or work in the project team and takes managerial or executive.			[SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills		

Subject contents	Course content – lecture			
	<p>1.What is AI? Why is it important to apply AI in enterprise? 2.AI state of the art and its prospects 3.Delivering value. Business models and their applicability with AI. 4.Data sources. Importance of data quality. Data bias and limitations of data. 5.AI governance and roadmapping. 6.Financing innovative startups. 7.Building smart, innovative enterprise.</p>			
	Course content – laboratory			
	<p>Building concept of innovative, AI-driven enterprise Desinging business model canvas Designing architecture Prepareing business case Public presentation and defense</p>			
Prerequisites and co-requisites	No requirements			
Assessment methods and criteria	Subject passing criteria		Passing threshold	Percentage of the final grade
	Online test		50.0%	40.0%
	Final presentation		50.0%	30.0%
	Individual assignments		50.0%	20.0%
	Group presentation		50.0%	10.0%
Recommended reading	Basic literature		<p>Marek Tłuczek, "Jak sztuczna inteligencja zmieni twoje życie", Helion2024 Feliks Kurp, "Sztuczna inteligencja od podstaw", Helion 2024 Yuval Noah Harari, "Nexus. A Brief History of Information Networks from the Stone Age to AI", Sandycove 2024</p>	
	Supplementary literature		<p>Ethan Mollick, "Co-Intelligence: Living and Working with AI", Ebury 2024 Aleksandra Przegalińska, Tanilla Trantioro "Przenikanie umysłów", Wyd. Campus AI</p>	
	eResources addresses			
Example issues/ example questions/ tasks being completed	<p>Proposing an AI-based business model - Creating a financial plan - Developing competitive advantages - Defining data management - Final presentation</p>			
Practical activites within the subject	Not applicable			

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