GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Digital Business, PG_00073952		
Field of study	Economic Analytics		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2026/2027
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	Polish
Semester of study	6	ECTS credits	6.0
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	30.0	30.0	0.0	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	6.0	84.0	150

Subject objectives

To prepare students to analyze digital markets, design and evaluate business models, and assess the effectiveness of digital initiatives based on knowledge of the digital economy, innovation, entrepreneurship, business models, data analytics, and the legal framework for digital business, as well as fostering attitudes related to the critical evaluation of one’s own knowledge and a willingness to supplement it with the opinions of external experts in the context of creating and developing digital ventures.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_K03] Critically evaluates their own knowledge necessary to solve cognitive and practical problems, supplementing gaps with input from external experts.	He is prepared to critically assess the knowledge he possesses that is necessary for solving cognitive and practical problems related to digital business, in particular by identifying gaps in his own knowledge, comparing his own assumptions with the opinions of external experts, and taking those opinions into account when evaluating digital initiatives.	[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice
[K6_W04] Possesses advanced knowledge of the principles of creative and entrepreneurial action, including identifying and implementing innovative ideas while considering copyright protection requirements.	Knows and understands the principles of creative and entrepreneurial activity, including how to identify and develop innovative ideas, design business and revenue models, and the principles of copyright and intellectual property protection, in the context of creating and developing digital ventures.	[SW1] Assessment of factual knowledge [SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects

Subject contents

Course content – lecture

1. The Digital Economy – New Rules for Competition and Value Creation
2. Digital Markets I – How Businesses and Consumers Trade with Each Other (B2C, B2B)
3. Digital Markets II – Sharing Platforms, E-Government, and Borderless Trade Digital
4. Innovation and Creative Methods – How to Systematically Generate and Evaluate Business
5. Ideas Business Models and Revenue Models – How Online Companies Make Money
6. Lean Startup – How to Validate an Idea Before It Devours Your Budget
7. Data and Experiments – How to Measure Effectiveness and Make Data-Driven Decisions
8. Online Presence I – Online Store, Marketplace, or App: Choosing Sales Channels
9. Online Presence II – The Customer Journey from Cart to Delivery
10. Digital Marketing I – How to Effectively Drive Traffic and Acquire Customers
11. Digital Marketing II – How to Build Customer Relationships and Loyalty
12. The Application of AI in Digital Business – Analysis, Forecasts, and Recommendations to Support Decision-Making
13. How to Start Your Own Digital Business – From Feasibility Assessment to Business Registration
14. Funding, Scaling, and the Startup Ecosystem – Perspectives from Practitioners and Investors
15. Law in Digital Business – The Boundaries of Online Operations: Data, Platforms, AI, and Copyright

Course content – exercises

Module 1 Digital Market Analysis—Demand, Segmentation, CX, Competitive Analysis

Module 2 Business Model—Product Analysis, USP, Value Proposition, Revenue Model

Module 3 Sales Channels and Measurement—Channel Strategy, Channel Analysis, GA4, Tag Manager, Conversion Funnel

Module 4: Customers—CAC, LTV, RFM segmentation, A/B testing, demand forecasting

Module 5: Feasibility—feasibility assessment, expert panel, summary

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
test for the lectures	60.0%	40.0%
practical excercises	60.0%	60.0%

Recommended reading

Basic literature

- Chaffey, D., Hemphill, T., and Edmundson-Bird, D., *Digital Business and E-Commerce Management*, 7th ed., Pearson 2019
- Lauon K.C., Traver C.G., E-commerce 2023–2024: Business, Technology, Society, 18th ed., Pearson 2023
- Śledziewska K., Włoch R., The Digital Economy: How New Technologies Are Changing the World, University of Warsaw Press 2020

	Supplementary literature	• Gregor B., Kalińska-Kula M., E-commerce: The E-consumer's Perspective, University of Łódź Press, 2020 • Agrawal A., Gans J., Goldfarb A., Power and Prediction: The Disruptive Economics of Artificial Intelligence, Harvard Business Review Press, 2022 • Iansiti, M., and Lakhani, K.R., *Competing in the Age of AI*, Harvard Business Review Press, 2020 • Kohavi, R., Tang, D., and Xu, Y., *Trustworthy Online Controlled Experiments: A Practical Guide to A/B Testing*, Cambridge University Press, 2020 • Edmondson M., Google Analytics from the Ground Up: Analyzing Business Impact and Identifying Trends, Helion 2023 • Chaffey D., Ellis-Chadwick F., Digital Marketing, 8th ed., Pearson 2022 • Kotler Ph., Kartajaya H., Setiawan I., Marketing 5.0: Next Tech, MT Biznes 2021 • Parker G.G., Van Alstyne M.W., Choudary S.P., *Platform Revolution: How Networked Markets Are Transforming the Economy*, W.W. Norton 2016 • Wirtz B.W., *Digital Business and Electronic Commerce: Strategy, Business Models, and Technology*, 2nd ed., Springer 2024
	eResources addresses	
Example issues/ example questions/ tasks being completed	• Research demand for the selected product category and identify the customer segment with an unmet need. • Analyze the conversion funnel in GA4: determine at which stage customers abandon their purchase and which channel performs best. • Calculate the CAC and LTV for each acquisition channel and assess which one is most profitable. • Formulate a unique value proposition (USP) for the product and select a revenue model that aligns with it.	
Practical activites within the subject	Not applicable	

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