GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Digital Business, PG_00074003		
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	Part-time studies (on-line)	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	16.0	16.0	0.0	0.0	0.0	32

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	32	6.0	112.0	150

Subject objectives

To prepare students to analyse digital markets, design and validate business models and assess the effectiveness of digital ventures, based on knowledge of the digital economy, innovation, entrepreneurship, business models, data analytics and the legal environment of digital business, and to develop the attitude of critically assessing one's own knowledge and readiness 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_W04] Possesses advanced knowledge of the principles of creative and entrepreneurial action, including identifying and implementing innovative ideas while considering copyright protection requirements.	The student knows and understands the principles of creative and entrepreneurial activity, including ways of identifying and developing innovative ideas, designing business models 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
[K6_K03] Critically evaluates their own knowledge necessary to solve cognitive and practical problems, supplementing gaps with input from external experts.	The student is ready to critically assess the knowledge needed to solve cognitive and practical problems related to digital business, in particular by identifying gaps in their own knowledge, confronting their own assumptions with the opinions of external experts and taking these opinions into account when assessing digital ventures.	[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice

Subject contents

Course content – lecture

1. The digital economy – new rules of competition and value creation
2. Digital markets I – how businesses and consumers trade (B2C, B2B)
3. Digital markets II – sharing platforms, e-government and cross-border commerce
4. Digital innovation and creative methods – how to systematically generate and evaluate business ideas
5. Business models and revenue models – how online companies make money
6. Lean startup – how to validate an idea before it consumes the budget
7. Data and experiments – how to measure effectiveness and make data-driven decisions
8. Online presence I – online shop, marketplace or app: choosing sales channels
9. Online presence II – the customer journey from basket to delivery
10. Digital marketing I – how to attract traffic and customers effectively
11. Digital marketing II – how to build customer relationships and loyalty
12. AI in digital business – analysis, forecasts and recommendations supporting decisions
13. How to start your own digital business – from feasibility assessment to company registration
14. Financing, scaling and the startup ecosystem – the practitioner's and investor's perspective
15. Law in digital business – the limits of online activity: data, platforms, AI and copyright

Course content – exercises

Module 1. Digital market analysis – demand, segmentation, CX, competitor 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. Customer – CAC, LTV, RFM segmentation, A/B testing, demand forecasting

Module 5. Feasibility – feasibility assessment

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
lecture test	60.0%	40.0%
practical excersises	60.0%	60.0%

Recommended reading

Basic literature

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

Supplementary literature

- Gregor B., Kalińska-Kula M., Online Commerce: The E-Consumer Perspective, University of Łódź Press 2020 (in Polish)
- Agrawal A., Gans J., Goldfarb A., Power and Prediction: The Disruptive Economics of Artificial Intelligence, Harvard Business Review Press 2022
- Iansiti M., Lakhani K.R., Competing in the Age of AI, Harvard Business Review Press 2020
- Kohavi R., Tang D., Xu Y., Trustworthy Online Controlled Experiments: A Practical Guide to A/B Testing, Cambridge University Press 2020
- Edmondson M., Learning Google Analytics: Creating Business Impact and Driving Insights, O'Reilly 2023 (Polish edition: Helion 2023)
- Chaffey D., Ellis-Chadwick F., Digital Marketing, 8th ed., Pearson 2022
- Kotler Ph., Kartajaya H., Setiawan I., Marketing 5.0: Technology for Humanity, Wiley 2021 (Polish edition: 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

1. Examine the demand for a selected product category and identify a customer segment with an unmet need.
2. Formulate a unique selling proposition (USP) for a product and select a matching revenue model.
3. Analyse the conversion funnel in GA4: find the stage at which customers abandon their purchase and the channel that sells best.
4. Calculate CAC and LTV for acquisition channels and assess which of them is profitable.
5. Assess the feasibility of the venture and defend it before an expert panel.

Practical activites within the subject	Not applicable

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