

**Subject card**

<b>Subject name and code</b>	Information Systems in Company Management, PG_00118990						
<b>Field of study</b>	Economics						
<b>Date of commencement of studies</b>	October 2023	<b>Academic year of realisation of subject</b>				2025/2026	
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>					
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>				at the university	
<b>Year of study</b>	3	<b>Language of instruction</b>				Polish	
<b>Semester of study</b>	5	<b>ECTS credits</b>				1.0	
<b>Learning profile</b>	academic	<b>Assessment form</b>				credit	
<b>Conducting unit</b>	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Zuzanna Borda				
	<b>Teachers</b>		dr Zuzanna Borda				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		0.0		0.0	15
<b>Subject objectives</b>	The aim of the exercises is the practical application of the knowledge acquired during lectures. Students will be involved in the analysis and design of information systems, solving problems related to the implementation and management of these systems, and assessing their effectiveness. The exercises are aimed at developing analytical, technical and teamwork skills.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to use theoretical knowledge and data to analyze economic and social processes using tools and methods relevant to information systems in management.	[SU2] presentation/project/paper/report
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student has advanced knowledge of relationships between economic entities and social organizations, including the application of information systems in domestic and international business environments.	[SW3] text preparation/written work
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	The student can forecast the course of economic phenomena based on data generated and processed by information systems.	[SU2] presentation/project/paper/report
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student is able to identify and resolve professional problems related to the design, implementation, and use of information systems in organizations.	[SK5] implementation of a problem task
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	The student acts in accordance with business ethics and corporate social responsibility, making decisions on the use of information systems in a responsible and fair manner.	[SK2] presentation/project/paper/report
[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	The student has advanced knowledge of various types of economic entities and public institutions and understands how information systems support their functioning and management.	[SW1] oral statement/conversation/discussion	
Subject contents	<p>Topic 1: Data analytics.</p> <p>Topic 2: Information systems security audit.</p> <p>Topic 3: Practical application of Business Intelligence.</p> <p>Topic 4: Omnichannel case study.</p> <p>Topic 5: Planning a campaign using a CRM system.</p> <p>If you have any further questions or concerns, feel free to come to my consultation hours.</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	20.0%
		51.0%	20.0%
		51.0%	20.0%
		51.0%	20.0%

Recommended reading	Basic literature	<p>Laudon, K. C., Laudon, J. P., Management Information Systems: Managing the Digital Firm, Pearson, Boston, 2020.</p> <p>OBrien, J. A., Marakas, G. M., Introduction to Information Systems, McGraw-Hill Education, New York, 2016.</p> <p>Turban, E., Volonino, L., Information Technology for Management: Advancing Sustainable, Profitable Business Growth, Wiley, Hoboken, 2019.</p>
	Supplementary literature	<p>Pearlson, K. E., Saunders, C. S., Galletta, D. F., Managing and Using Information Systems: A Strategic Approach, Wiley, 2020.</p> <p>McNurlin, B. C., Sprague, R. H., Bui, T., Information Systems Management in Practice, Pearson, 2013.</p> <p>Jessup, L. M., Valacich, J. S., Information Systems Today: Managing the Digital World, Pearson, 2017.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.