

**Subject card**

<b>Subject name and code</b>	Digitization of Business Relations with the Environment, PG_00119456						
<b>Field of study</b>	Economics						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	4	<b>ECTS credits</b>			2.0		
<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>		mgr Marcin Hofman				
	<b>Teachers</b>		mgr Marcin Hofman				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	14.0	0.0	0.0	0.0	14
	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>	14		0.0		0.0	14
<b>Subject objectives</b>	The objective of the course is to understand the impact of digitization on business relationships and the interactions of enterprises with their environment. Students will learn how digital technologies are transforming traditional business models and how these changes can be leveraged to benefit the company.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student possesses advanced knowledge about the processes occurring in enterprises and public institutions, particularly in the context of their digital transformation and interactions with the economic environment. They are familiar with methods for analyzing these processes, considering the influence of external stakeholders and rapidly changing digital technologies.	[SW2] presentation/project/paper/report
	[EKONMU2_U03] can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	The student skillfully analyzes the causes and course of economic and social processes and phenomena in the context of digitizing business relationships. They are capable of formulating opinions, proposing research hypotheses, and selecting and applying appropriate methods for their verification in a digital environment.	[SU2] presentation/project/paper/report
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	The student effectively identifies, diagnoses, and resolves dilemmas and various solution options related to professional practice in a digitally evolving environment.	[SK2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> <li>1. Customer Communication (utilization of digital tools for personalized communication and offering customized product recommendations, implementation of chatbots and artificial intelligence for customer service to ensure rapid and efficient responses to client inquiries, application of social media platforms for building brand communities and engaging users through interactions and promotions).</li> <li>2. Supply Chains (digital integration of supply chains, enabling automation and optimization of logistics and production processes, application of blockchain technology to ensure transparency and security within supply chains, implementation of data-based inventory management systems that facilitate demand forecasting and prevent supply shortages).</li> <li>3. B2B and B2C Platforms (development of e-commerce platforms for B2B and B2C transactions, which allow for the automation of orders and customization of offerings for business and retail customers, use of advanced data analytics to understand customer needs and behaviors on digital platforms, integration with online payment systems, enhancing the convenience and security of transactions).</li> <li>4. Brand and Online Reputation Management (monitoring and real-time analysis of online reviews, enabling quick response to crises and building a positive reputation, digital content management strategies that strengthen the desired brand image, use of web analytics to track the effectiveness of marketing campaigns and communication strategies).</li> <li>5. Security and Legal Aspects of Digitization (ensuring compliance with data protection regulations such as GDPR through the implementation of appropriate data protection measures, implementation of advanced digital security solutions to protect against cyberattacks and threats associated with processing large amounts of data, regular reviews and updates of security policies and training programs for employees to raise awareness of digital threats).</li> </ol>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	25.0%
		51.0%	75.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. Boniecki R., Rawauszek J., Kompleksowa informatyzacja jako metoda efektywnego przejścia i zarządzania przedsiębiorstwem, Zeszyty Naukowe Uniwersytetu Szczecińskiego nr 809, Ekonomiczne Problemy Usług nr 113, Szczecin 2014</li> <li>2. Olszak C.M., An Overview of Information Tools and Technologies for Competitive Intelligence Building. Theoretical Approach, "Issues in Informing Science and Information Technology", Informing Science Institute, No. 11, California, 2014.</li> </ol>	

	Supplementary literature	<ol style="list-style-type: none"> <li>1. Boniecki R., Rawauszko J., Kompleksowa informatyzacja jako metoda efektywnego przejścia i zarządzania przedsiębiorstwem, Zeszyty Naukowe Uniwersytetu Szczecińskiego nr 809, Ekonomiczne Problemy Usług nr 113, Szczecin 2014</li> <li>2. Olszak C.M., An Overview of Information Tools and Technologies for Competitive Intelligence Building. Theoretical Approach, "Issues in Informing Science and Information Technology", Informing Science Institute, No. 11, California, 2014.</li> </ol>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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