

**Subject card**

<b>Subject name and code</b>	Information Systems in Enterprise, PG_00119461						
<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 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
	[EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	Students will learn to work in a group and take on different roles in it.	[SU2] presentation/project/paper/report
	[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	Students learn about information systems in the enterprise and how to implement them.	[SW1] oral statement/conversation/discussion
	[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	Students learn about information systems in the enterprise and how to implement them.	[SW2] presentation/project/paper/report
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	Students will be able to defend their work and use extended argumentation.	[SK2] presentation/project/paper/report
	[EKONMU2_U15] can independently expand and improve acquired knowledge and skills in economics; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	Students learn innovative methods of developing skills.	[SU1] oral statement/conversation/discussion
	[EKONMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	Students will learn to plan their work.	[SU2] presentation/project/paper/report
	[EKONMU2_W03] has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	Students learn about information systems in the enterprise and how to implement them.	[SW1] oral statement/conversation/discussion
	[EKONMU2_W04] knows different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	Students learn about information systems in the enterprise and how to implement them.	[SW1] oral statement/conversation/discussion
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	Students learn about information systems in the enterprise and how to implement them.	[SK5] implementation of a problem task
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>		
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%
		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		

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