

Subject card

Subject name and code	Artificial Intelligence in Online Business, PG_00119440						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	6	ECTS credits			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Zuzanna Borda				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	14.0	0.0	0.0	0.0	14
	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	14		0.0		0.0	14
Subject objectives	The aim of the exercises is to provide students with theoretical knowledge about the applications of artificial intelligence (AI) in online business. Students will become familiar with key AI concepts, technologies and tools and learn how these technologies can be used to improve operational efficiency, personalize the customer experience, analyze data and automate business processes.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W08] has advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	Students learn about issues related to the implementation of artificial intelligence in enterprises.	[SW2] presentation/project/paper/report
	[EKONL3_W11] knows at an advanced level the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	Students learn about issues related to the implementation of artificial intelligence in enterprises.	[SW5] implementation of a problem task
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	Students will work on projects in groups.	[SU2] presentation/project/paper/report
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	Students will learn complex issues related to the ethical applications of artificial intelligence.	[SK5] implementation of a problem task
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	Students will acquire the ability to create a basic chat bot for an enterprise.	[SK1] oral statement/conversation/discussion
[EKONL3_U14] is able to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	Students will work on projects in groups.	[SU2] presentation/project/paper/report	
Subject contents	<p>Topic 1: AI definitions and ethical debate Topic 2: Designing a chatbot Topic 3: AI solutions for various sectors Topic 4: Presentation of AI projects</p>		
Prerequisites and co-requisites	To participate in the exercises, students should have basic computer skills. Knowledge of basic IT tools and the ability to effectively use the Internet and office applications are necessary to fully understand the material discussed during lectures and exercises and to perform practical tasks.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	25.0%
		51.0%	25.0%
		51.0%	25.0%
		51.0%	25.0%
Recommended reading	Basic literature	<p>Russell, S., Norvig, P., Artificial Intelligence: A Modern Approach, Pearson, Harlow, 2020.</p> <p>Goodfellow, I., Bengio, Y., Courville, A., Deep Learning, MIT Press, Cambridge, 2016.</p> <p>Chui, M., Manyika, J., Miremadi, M., The Economics of Artificial Intelligence: How AI is Transforming Business, McKinsey Global Institute, 2018.</p>	

	Supplementary literature	<p>Agrawal, A., Gans, J., Goldfarb, A., Prediction Machines: The Simple Economics of Artificial Intelligence, Harvard Business Review Press, 2018.</p> <p>Domingos, P., The Master Algorithm: How the Quest for the Ultimate Learning Machine Will Remake Our World, Basic Books, 2015.</p> <p>Brynjolfsson, E., McAfee, A., Machine, Platform, Crowd: Harnessing Our Digital Future, W.W. Norton & Company, 2017.</p>
Example issues/ example questions/ tasks being completed	eResources addresses	
Work placement	Not applicable	

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