

Subject card

Subject name and code	Artificial intelligence in online business, PG_00122219						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	undergraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			1.0		
Learning profile	academic	Assessment form					
Conducting unit	Zakład Gospodarki Elektronicznej -> Katedra Transportu i Handlu Morskiego -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Zuzanna Borda				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	15.0	0.0	0.0	15
	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	15		0.0		0.0	15
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_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	Student is capable of applying AI algorithms to solve specific business problems and optimize decision-making processes.	[SU5] implementation of a problem task
	[EKONL3_U05] uses normative systems (legal, professional, ethical) to solve a specific economic or social task	Student is familiar with the basic legal, ethical, and professional regulations related to the use of artificial intelligence in online business.	[SU2] presentation/project/paper/report
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	Student knows about issues related to the implementation of artificial intelligence in enterprises.	[SW5] implementation of a problem task
	[EKONL3_W10] knows and understands the basic concepts and principles of industrial property, intellectual property and copyright law	Student knows about issues related to copyright in the context of artificial intelligence.	[SW5] implementation of a problem task
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	Student recognizes the need to update knowledge in artificial intelligence to keep up with technological advancements.	[SK1] oral statement/conversation/discussion
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Student acknowledges the importance of an interdisciplinary approach in applying AI in business, especially in areas requiring specialized knowledge.	[SK5] implementation of a problem task	
Subject contents	<p>Topic 1: AI definitions and ethical debate</p> <p>Topic 2: Designing a chatbot</p> <p>Topic 3: AI solutions for various sectors</p> <p>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%
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	Adresy na platformie eNauczanie:
Work placement	Not applicable	

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