

Subject card

| | | | | | | | |
|--|---|--|------------------|-------------------------------------|--|------------|-----|
| Subject name and code | Artificial intelligence in online business, PG_00122217 | | | | | | |
| Field of study | Economics | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | | | 2025/2026 | | |
| Education level | Bachelor's 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 | | | 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 | | dr Zuzanna Borda | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 0.0 | 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 lectures on the subject 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. Lectures will also cover ethical and legal issues related to the use of AI. | | | | | | |

| | | | |
|--|--|--|-----------------------------------|
| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently | Uznaje znaczenie wiedzy z zakresu ekonomii w procesie identyfikacji i rozwiązywania problemów gospodarczych związanych z zastosowaniem sztucznej inteligencji w biznesie online oraz zasięga opinii ekspertów w przypadku trudności z ich samodzielnym rozwiązaniem. | [SK4] test/exam - oral or written |
| | [EKONL3_U05] uses normative systems (legal, professional, ethical) to solve a specific economic or social task | Uses normative systems (legal, professional, ethical) to solve specific economic or social tasks related to the application of artificial intelligence in online business. | [SU4] test/exam - oral or written |
| | [EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context | Uses knowledge in economics, finance, and management to resolve economic and social dilemmas arising in professional work related to the implementation of artificial intelligence in online business. | [SU4] test/exam - oral or written |
| | [EKONL3_W10] knows at an advanced level and understands the basic concepts and principles of industrial property, intellectual property and copyright law | Knows and understands the basic concepts and principles of industrial property protection, intellectual property, and copyright law in the context of applying artificial intelligence in online business. | [SW4] test/exam - oral or written |
| | [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 | Knows general principles of creating and developing forms of individual entrepreneurship in the context of applying artificial intelligence in online business, using knowledge from economics, finance, and management sciences. | [SW4] test/exam - oral or written |
| [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 | Is aware of their level of knowledge in economics, particularly in the context of applying artificial intelligence in online business, and understands the need to deepen and update this knowledge throughout life. | [SK4] test/exam - oral or written | |
| Subject contents | <ul style="list-style-type: none"> • Introduction to artificial intelligence • AI technologies in online business • Applications of AI in e-commerce • AI in banking and finance • AI tools and platforms • Ethical and legal aspects of AI • AI use cases and trends in business | | |
| Prerequisites and co-requisites | To participate in lectures and exercises on the subject "Artificial intelligence in online business", 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 |
| | Exam | 51.0% | 100.0% |
| Recommended reading | Basic literature | <ul style="list-style-type: none"> • Russell, S., Norvig, P., Artificial Intelligence: A Modern Approach, Pearson, Harlow, 2020. • Goodfellow, I., Bengio, Y., Courville, A., Deep Learning, MIT Press, Cambridge, 2016. | |
| | Supplementary literature | <ul style="list-style-type: none"> • Chui, M., Manyika, J., Miremadi, M., The Economics of Artificial Intelligence: How AI is Transforming Business, McKinsey Global Institute, 2018. | |
| | eResources addresses | | |
| Example issues/ example questions/ tasks being completed | | | |
| Work placement | Not applicable | | |

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