

Subject card

Subject name and code	Information Systems in Company Management, PG_00118990						
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		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	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						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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 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
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	Students will be able to identify the needs of enterprises in terms of information systems.	[SK2] presentation/project/paper/report
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	Students will be able to identify the needs of enterprises in terms of information systems.	[SK2] presentation/project/paper/report
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	Students will learn about innovative solutions for enterprises.	[SW2] presentation/project/paper/report
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	Students will learn about innovative solutions for enterprises.	[SW2] presentation/project/paper/report
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	Students will be able to identify the needs of enterprises in terms of information systems.	[SU2] presentation/project/paper/report
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	Students learn the principles of implementing information systems in an enterprise.	[SU2] presentation/project/paper/report
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	To participate in the exercises it is required to have basic computer skills. Students should be proficient in using operating systems, word processing tools, spreadsheets and have the ability to effectively search for information on the Internet. This knowledge is necessary to perform practical tasks and analyze cases during exercises.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exercises	51.0%	100.0%
Recommended reading	Basic literature	<p>Laudon, K. C., Laudon, J. P., Management Information Systems: Managing the Digital Firm, Pearson, Boston, 2020.</p> <p>O'Brien, 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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