

Subject card

Subject name and code	Information Technologies, PG_00132348						
Field of study	International Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
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	1	Language of instruction			English		
Semester of study	1	ECTS credits			3.0		
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		dr Olga Dębicka				
	Teachers		mgr Zuzanna Borda				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		15.0		30.0	75
Subject objectives	The aim of this subject is to improve students knowledge about IT. Data analysis with advanced tools in Statistica programme.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_K01] is ready to recognise the importance of knowledge in the field of international business in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	Student will be able to use basic computer programs in data acquisition and data analysis, needed at work. Student uses basic methods and tools, including computer tools and techniques to acquire data, and marketing tools to diagnose economic processes and takes up correct business decisions basing on them. Student uses basic software to acquire and analyze data necessary for professional work.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[IBL3_U03] is able to perform tasks in uncertain conditions, solve complex issues of international business by appropriate selection information sources, conducting critical analysis and synthesis on the collected information and data	Student knows tools and techniques of data acquisition, transformation and calculation, which allow to describe and analyze the economic activities of companies on the international market, the internal and external processes and occurring between them, and supporting processes of decision-making.	[SU4] test/exam - oral or written [SU5] implementation of a problem task
	[IBL3_K03] is ready to take part in co-organizing activities for social environment and fulfil social obligations of international business stakeholders	Students can work in a team, including undertaking different roles, has a rudimentary organizational skills that allow the achievement of goals relating to undertaking and realization of necessary professional actions.	[SK8] observation of student's independent or team work
	[IBL3_W01] has knowledge of the discipline of economics and finance, involving critical understanding of theories of international business	Ability to analyze economic and financial data using IT technology	[SW5] implementation of a problem task
	[IBL3_W10] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	The student will demonstrate knowledge of the basic principles of intellectual property protection in the context of information technology.	[SW3] text preparation/written work
Subject contents	<p>1. Effective use of the internet as a source of information (2 hours)</p> <ul style="list-style-type: none"> • use email and the internet to gather and communicate information • perform searches using a single criterion • refine searches using more advanced search techniques <p>2. Interrogate, manipulate and present data using a data handling system (2 hours)</p> <ul style="list-style-type: none"> • use database facilities to manipulate data to solve problems • how to define an appropriate database record structure • how to enter and amend data in a database • use of Statistica programme in data analysis <p>3. Create and edit the contents, appearance and layout of documents (2 hours)</p> <ul style="list-style-type: none"> • use of word processing facilities to prepare documents • enter and edit data from different sources • ensuring the accuracy of the text <p>4. Create, manipulate, test, interrogate and present data using a spreadsheet model (6 hours)</p> <ul style="list-style-type: none"> • use a spreadsheet to create and test a data model • perform searches using a single criterion and using multiple criteria, with different data types • adjust the display features in a spreadsheet • produce a graph or chart from the spreadsheet model • a spreadsheet for accountants: mapping tables <p>5. Create, control and output information from a presentation (2 hours)</p> <ul style="list-style-type: none"> • preparing a professional presentation • use a master slide to place objects and set styles • create presentation slides, including text, images, charts, animations and transitions • create notes for the presenter and audience 		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Grade from exercises during classes	51.0%	70.0%
	Excel test	51.0%	30.0%
Recommended reading	Basic literature	<p>J. Habraken, <i>Microsoft Office Inside Out (Office 2021 and Microsoft 365) 1st edition</i>, Microsoft Press 2021</p> <p>Todd C. Helmus, Artificial Intelligence, Deepfakes, and Disinformation: A Primer (RAND Corporation, 2022).</p>	
	Supplementary literature	<p>Dębicka O., "Business value of electronic commerce", [w:] <i>Development and functioning of enterprises in global and changing environment</i>, pod red. J. Kujawy i O. Dębickiej, Gdańsk 2010</p> <p>Dębicka O., <i>The value of social media in marketing (w:) Contemporary Issues in Economy. After the crisis</i>, red. A. P. Balcerzak, Polish Economic Society Branch, Toruń 2011</p> <p>Dębicka O., <i>IT solution in building an effective purchase organization - a Polish case" [w:] Regional Managemet. Theory, Practice and Development</i>, Żylna 2012</p> <p>Dębicka O., <i>Adapting cloud solution in Management Information Systems" [w:] Management Trends in Theory and Practice</i>, Żylna 2013.</p>	
	eResources addresses	Adresy na platformie eNauczenie:	
Example issues/ example questions/ tasks being completed	<p>Creating charts, using VLOOKUP, FV, rules of presenting the data. More advanced functions of Excel.</p> <p>Useful software for working in groups. Exercises on doing research and organizing workflow in a group.</p> <p>Different software often used to present results of research. Clever ways to search and do research.</p> <p>Exploring artificial intelligence tools. Discussion of moral aspects and compliance with the rules regarding plagiarism of content online.</p> <p>Learning to write the correct, most effective prompts for use when working with AI tools.</p>		
Work placement	Not applicable		

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