

Subject card

Subject name and code	Business Informatics, PG_00154863						
Field of study	Finance and Accounting						
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 Subject group related to scientific research in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		7.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Markowski				
	Teachers		dr Marek Markowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	12.0	0.0	32.0	0.0	0.0	44
	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	44		30.0		101.0	175
Subject objectives	• Teach students how to efficiently and safely use information technologies. • Teach students correct using of information technologies terminology. • Teach students skills in documents, spreadsheet, and presentation development, rules of visual communication by WWW pages development. • Teach students in safe use of Internet, information searching, verification, and using in bussiness problems solving.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRL3_W06] The student has advanced knowledge of methods and tools, including data acquisition and analysis techniques, appropriate to management science and quality, which allow describing economic structures and institutions and the processes within and between them.	Knowledge in methods, techniques and tools of searching and analysing of data, understanding dependencies between them.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[FiRL3_K03] Communication: - is able to present his view, issue in a way that others can understand - boldly (but thoughtfully) expresses his opinion, is not afraid to ask questions - is able to culturally participate in discussions - is able to give constructive criticism.	Proficiency in communication, asking questions and discussion.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[FiRL3_K05] Responsibility: - meets deadlines - is able to properly identify priorities for the implementation of the task set by him - consistently strives to achieve the set goal - is able to work systematically and independently - observes the rules and norms of social coexistence.	Job regularity and timelines.	[SK5] implementation of a problem task
	[FiRL3_K06] Creativity: - thinks creatively, is able to go beyond the usual patterns, - is able to think and act in an entrepreneurial manner, - is able to adapt flexibly to the requirements of the environment.	Creativity in information searching and problems solving.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[FiRL3_W07] The student has advanced knowledge of norms and rules (legal, organizational, moral and ethical) in finance and accounting. Knows and understands the concepts and principles of industrial property protection and copyright law.	Knowledge in the area of specialization.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[FiRL3_K01] Self-development: - understands the need for development and lifelong learning - is able to supplement and improve the acquired knowledge and skills - knows his strengths and weaknesses, sets ambitious goals to the best of his ability - knows how to accept failure and admit mistakes.	Understanding of necessity of lifelong learning.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[FiRL3_U02] The student can acquire data from various sources to analyze specific economic processes and phenomena related to finance. Is able to use information technologies.	Effective acquisition of data from different sources.	[SU3] text preparation/written work [SU5] implementation of a problem task
	[FiRL3_K02] Cooperation: - can harmoniously interact and work in a group, taking on different roles in it - is able to agree with the group on goals and division of tasks - is open-minded and respects the differences of other team members.	Effective cooperation in group work.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[FiRL3_U03] The student can properly analyse the causes, course and effects of specific processes and phenomena in finance and accounting, using advanced theories and relevant social sciences methods. Can identify stakeholders of processes and phenomena from the disciplines of management and quality sciences and economics and finance.	Economical, financial and accounting processes analysis with use of adequate methods and IT tools.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU5] implementation of a problem task
	[FiRL3_K04] Integrity: - abides by business ethics - respects the law - is objective, is able to recognize conflicts of interest - correctly identifies and resolves dilemmas related to the practice of the profession.	Respect for the ethic and law rules.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
Subject contents	Lectures (12 hours): • Propaedeutics of business informatics. • Information technologies (including: Hardware, Software, Internet of Things). • Software, computer programming, Cloud Computing. • Information systems development (including: Business Process Management, Information Systems Development Methodologies, Data Bases and Big Data). • IT project management. Management Information Systems (including: ERP, CRM, BI systems). • Digital Economy (including: Knowledge Management tools, Information Society, e-biznes, e-learning, Computer Supported Cooperative Tools). • Advanced techniques of information searching in Internet. OSINT, legality. • Business data presentation - rules, good practices, software selection. • Content Management Systems (CMS). Wordpress. WWW pages development. Hosting. Administration. Website security. elements of SEO. Laboratories (32 hours): MS Excel (16 hours) • Spreadsheet (MS Excel) - business problems solving, business dashboards. • Using conditional (IF - Then), date, time, text, financial functions. • Pivot tables and charts. • Data visualisation and dashboards. Automatization, forms creation, advanced filtering of data. • Macro, multiple files connecting, automatic e-mail sending. • Data Base functions in Excel, sorting and filtering, advanced filtering. • Solver, multidimensional analysis, scenario manager, objective function optimization. Visual communication (4 hours) • Tools and techniques of effective content delivery. Business dashboard. • Tools for interaction with the audience, graphics, infographics, visual notes. Teamworks tools. • Forms, surveys, reports, presentations, stories. Google forms and Sway. Advanced techniques of information searching (6 hours) • Information sources, information quality and validation. • Open Source Intelligence (OSINT), Web browsers, Web searchers, Google Hacking elements. • Google Hacking - how to defence yourself? CMS Systems (6 hours) • Acquisition, processing and presentation of business data with use of Internet. • Work with CMS, Wordpress - configuration, administration, personalization. • Content creation. Wordpress - management, users management, plugins instalation. • Widgets, responsiveness.		

Prerequisites and co-requisites	No requirements.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	WWW development	51.0%	15.0%
	MS Excel project	51.0%	35.0%
	Search report	51.0%	15.0%
	Presentation	51.0%	10.0%
	Lecture test	51.0%	25.0%
Recommended reading	Basic literature	Bibliography A.1. Used during lectures and laboratories 1. Materiały zamieszczone na Portalu Edukacyjnym 2. Kokpity menedżerskie w analizie i prezentacji danych biznesowych z wykorzystaniem MS Excel 2016, http://wzr.pl/nauka/upload/files/Kokpity%20mened%C5%BCerskie%20w%20analizie%20i%20prezentac20biznesowych%20z%20wykorzystaniem%20MS%20Excel%202016.pdf Buchnowska D. (red.), WZ UG 2016, Sopot WZ UG 2016, Sopot http://wzr.pl/nauka/upload/files/Kokpity%20mened%C5%BCerskie%20w%20analizie%20i%20prezentac20biznesowych%20z%20wykorzystaniem%20MS%20Excel%202016.pdf 3. WolkenbachJ., Excel 2016 PL Biblia, Helion, Gliwice 2016 A.2. for individual studing 1. Wrycza S. (red.), Informatyka ekonomiczna. Podręcznik akademicki, PWN Warszawa 2019 2. Masłowski K., Excel 2016 PL Ćwiczenia zaawansowane, Helion, Gliwice 2016	
	Supplementary literature	Recommended bibliography: 1. Alexander M., Programowanie w VBA. Excel 2016 PL. Vademecum Walkenbacha, Helion, Gliwice 2016	
	eResources addresses	Podstawowe https://wzr.ug.edu.pl/nauka/upload/files/Kokpity%20mened%C5%BCerskie%20w%20analizie%20i%20prezentac - Buchnowska D. (red.), WZ UG 2016, Sopot WZ UG 2016, Sopot Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	MS EXCEL: Create an estimate cost for opening a new business in town X. Serach Report: Property rental report in town X. CMS: Create a prototype of website for your business. Visual communication: Create a presentation that encourages a potential investor to partially finance your new business.
Work placement	Not applicable

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