

Subject card

Subject name and code	IT in Management, PG_00156066						
Field of study	Management						
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	full-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	15.0	0.0	45.0	0.0	0.0	60
	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	60		29.0		86.0	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
	[ZARZL3_K05] The student is ready to correctly evaluate phenomena and clearly justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on the analysis of received information.	Job regularity and timelines.	[SK5] implementation of a problem task
	[ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.	Creating an information search reports.	[SU2] presentation/project/paper/report
	[ZARZL3_U05] The student can correctly select and apply advanced methods and tools used in management and quality sciences.	Selection of appropriate to the problems methods.	[SU5] implementation of a problem task
	[ZARZL3_U04] The student is able to use the acquired knowledge of management science and quality in professional practice.	Solving a business problem.	[SU5] implementation of a problem task
	[ZARZL3_U03] The student is able to take into account their ethical, social and ecological consequences in the decision-making process.	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
	[ZARZL3_W13] The student knows advanced methods and techniques of managerial analysis to support the process of economic decision-making, and is familiar with sources of data and information from various fields of social sciences, especially management and quality sciences.	Preparation of data and models to support the decision making process.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[ZARZL3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.	Proficiency in communication, asking questions and discussion.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[ZARZL3_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily.	Effective cooperation in group work.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[ZARZL3_U06] The student is able to forecast and simulate selected economic and social phenomena in relation to macro (economy), as well as micro (enterprise) scale using methods and tools applied in management and quality sciences.	Building simulation and forecasting models.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[ZARZL3_W07] The student has knowledge of the evolution of views on the role of business in society and the place of man in organizations, his role in social, economic and administrative activities.	Knowledge in the area of specialization.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report

Subject contents	Lectures (15 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 practicess, software selection. • Content Management Systems (CMS). Wordpress. WWW pages development. Hosting. Administration. Website security. elements of SEO. Laboratories (45 hours): MS Excel (20 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 (5 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 (10 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 (10 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	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Lecture test</td><td>51.0%</td><td>25.0%</td></tr><tr><td>MS EXCEL Project</td><td>51.0%</td><td>35.0%</td></tr><tr><td>Search report</td><td>51.0%</td><td>15.0%</td></tr><tr><td>WWW development</td><td>51.0%</td><td>15.0%</td></tr><tr><td>Presentation</td><td>51.0%</td><td>10.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Lecture test	51.0%	25.0%	MS EXCEL Project	51.0%	35.0%	Search report	51.0%	15.0%	WWW development	51.0%	15.0%	Presentation	51.0%	10.0%
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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, Buchnowska D. (red.), WZ UG 2016, Sopot WZ UG 2016, Sopot https://wzr.ug.edu.pl/nauka/upload/files/Kokpity%20mened%C5%BCerskie%20w%20analizie%20i%20prezentac 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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