

Subject card

Subject name and code	Business Applications for Small/Medium Enterprises, PG_00156424						
Field of study	Information Science and Econometrics						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	postgraduate 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		English		
Semester of study	1		ECTS credits		3.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Informatyki Ekonomicznej -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dorota Buchnowska				
	Teachers		dr Dorota Buchnowska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	30.0	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	To familiarize students with IT solutions supporting the automation and digitization of business processes used in enterprises from the SME sector.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEMU2_W04] The student has an in-depth knowledge of advanced mathematical, statistical, econometric and IT methods that enable the acquisition, processing and analysis of data reflecting the functioning and growth of the national economy and its components, as well as the phenomena and processes occurring in their environment.	The student has in-depth knowledge of advanced IT methods and tools enabling the acquisition, processing and analysis of data streamlining the functioning of processes occurring in the enterprise.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[liEMU2_U02] The student is able to proficiently acquire detailed information about economic processes and phenomena through direct observation, planned experimentation or database queries, as well as collect and process it using modern information technology tools.	The student is able to efficiently acquire, collect and process detailed information about processes taking place in the enterprise and economic phenomena in its environment using modern IT tools.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[liEMU2_U04] The student is able to plan, design, and program information systems at an advanced level, supporting the operation of business entities.	The student is able to plan, design, customize and use IT systems at an advanced level that support the functioning of business entities from the SME sector.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[liEMU2_W05] The student has an in-depth knowledge of socio-economic data sources, their databases and how to create them.	The student has in-depth knowledge of the needs and possibilities of creating and using data in order to improve enterprise management processes.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[liEMU2_K02] The student can communicate freely with the public on specialised topics in the field of computer science and econometrics in and outside the workplace, communicate his knowledge and share his skills through various media. Culturally participates in discussions, is not afraid to ask questions and knows how to give constructive criticism.	The student is able to communicate freely with the environment in order to obtain, use and transfer information regarding innovative IT solutions used in enterprises from the SME sector.	[SK2] presentation/project/paper/report [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[liEMU2_K01] The student understands the need for continuous completion and deepening of acquired knowledge. The student inspires and organizes others' learning processes.	The student understands the need to continuously supplement and deepen acquired knowledge in the field of modern IT tools supporting the management of enterprises from the SME sector; inspires and organizes the learning process of others.	[SK2] presentation/project/paper/report
	[liEMU2_K03] The student is able to communicate freely with the public inside and outside the workplace, transfer his knowledge and share his skills through various media.	The student is able to communicate freely with the environment in and outside the workplace, convey his knowledge and share his skills in the field of IT tools supporting the management of an SME sector enterprise.	[SK2] presentation/project/paper/report
Subject contents	1. Classification and characteristics of IT systems used for automation and digitalization of business processes. 2. Practical use of management IT systems for automation of basic and auxiliary processes in the enterprise. 3. Practical use of low-code platform for automation of non-standard business processes. 4. Practical use of RPA solutions for automation and integration of business processes. 5. Creation and practical use of AI models for automation and digitalization of business processes.		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final project	51.0%	40.0%
	tasks performed as part of the exercises and additional ones	70.0%	60.0%

Recommended reading	Basic literature	1. Documentation of systems used during classes 2. Materials posted on the Educational Portal
	Supplementary literature	1. Buchnowska D., Systemy CRM i analityka biznesowa, [w:] Wrycza S., Maślankowski J. (red.), Informatyka ekonomiczna. Teoria i zastosowania, Wydanie II, PWN, Warszawa 2019 (rozdział 18)
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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