

Subject card

Subject name and code	Business Informatics, PG_00156606						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2024/2025	
Education level	Master's 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			4.0	
Learning profile	academic		Assessment form			exam	
Conducting unit	Department of Business Informatics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Markowski				
	Teachers		dr Dorota Buchnowska dr Marek Markowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	9.0	0.0	9.0	0.0	0.0	18
	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	18		20.0		65.0	103
Subject objectives	Getting knowledge and acquiring skills in the theory and applications of economic informatics.						

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.	Knows advanced mathematical, statistical and computer methods of analyzing and modeling economic phenomena.	[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.	Efficient solving of problems with varying levels of detail.	[SU5] 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.	Communicate freely, discussion and asking questions to solve a specialized problem.	[SK1] oral statement/conversation/discussion [SK6] demonstration of practical skills
	[liEMU2_K05] The student can think and act in an entrepreneurial manner and flexibly adapt to changing environmental conditions. Thinks creatively and can go beyond the usual patterns.	Looking for creative and flexible problem solutions.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[liEMU2_U08] The student can analyse business needs and, as appropriate, configure and apply modern information and communication technologies in business management and business communication.	Installation, configuration and use of modern information and communication technologies in the process of business management and communication.	[SU3] text preparation/written work [SU6] demonstration of practical skills
	[liEMU2_W05] The student has an in-depth knowledge of socio-economic data sources, their databases and how to create them.	In-depth knowledge of databases and how to create them.	[SW2] presentation/project/paper/report

Subject contents	A. Lecture topics: 1. Propaedeutics of economic informatics. Information in management systems. 2. Modeling of business processes and information systems. 3. Cloud computing, Big Data. Machine Learning. Internet of Things. 4. Agility, SCRUM. 5. Digital transformation. 6. IT applications in business. 7. Ethics of IT professionals. B. Laboratories topics: 1. Classification and areas of implementation of business IT applications. 2. Microsoft Dynamics 365 practical use: • customer data and activities, • creating a product structure, • implementing the sales process, • managing marketing campaigns, • creating views and data filtering, • creating managerial dashboards. 3. Using Power Automate to integrate and automation processes. 4. Building and implementing AI models using AI Builder.														
Prerequisites and co-requisites	• Knowledge in the organization and economics of enterprises, • Ability in using basic IT tools: text editor, electronic spreadsheet, database, presentation programs, manager's cockpit														
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>ERP/CRM application concept</td><td>0.0%</td><td>25.0%</td></tr><tr><td>Application team project</td><td>0.0%</td><td>25.0%</td></tr><tr><td>Lecture final exam</td><td>51.0%</td><td>50.0%</td></tr></table>			Subject passing criteria	Passing threshold	Percentage of the final grade	ERP/CRM application concept	0.0%	25.0%	Application team project	0.0%	25.0%	Lecture final exam	51.0%	50.0%
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Recommended reading	Basic literature	A. Obligatory bibliography: A.1. Used during lectures and laboratories • Wrycza S., Maślankowski J. (red.), Informatyka ekonomiczna. Teoria i zastosowania, PWN, Warszawa 2019 • Buchnowska D. (red.) Kokpity menedżerskie w analizie i prezentacji danych biznesowych z wykorzystaniem MS Excel 2016, Wydział Zarządzania Uniwersytetu Gdańskiego, 2016 A.2. for individual studing • Korczak J., Dyczkowski M. (red.) Informatyka ekonomiczna, Wyd. UE, Wrocław, 2008													
	Supplementary literature	Recommended bibliography: • Materials posted on the Educational Portal													
	eResources addresses														

Example issues/ example questions/ tasks being completed	• Team project of a concept and/or prototype of a web/mobile application. • Tasks performed during exercises - wholeness, correctness, timeliness • Presentation of the concept of using an ERP/CRM solution in an enterprise - comprehensiveness, correctness, timeliness.
Work placement	Not applicable

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