

Subject card

Subject name and code	Social Networking in Business, PG_00156629						
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	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Business Informatics -> Faculty of Management -> Rector						
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	9.0	0.0	0.0	0.0	0.0	9
	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	9		10.0		35.0	54
Subject objectives	Familiarizing students with: 1. methods and effects of using social media in business activities; 2. statistics regarding the use of social networking sites; 3. tools for monitoring and analyzing data from social networking sites; 4. tools for managing profiles in social networking sites; 5. possibilities of using AI to generate content for use in social media.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEMU2_W05] The student has an in-depth knowledge of socio-economic data sources, their databases and how to create them.	Has in-depth knowledge of data sources regarding enterprise activity in social media.	[SW2] presentation/project/paper/report
	[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.	Has in-depth knowledge of advanced IT tools enabling the acquisition, processing and analysis of data reflecting the effects of using social media and their impact on the functioning of the enterprise.	[SW2] presentation/project/paper/report
	[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.	Is able to communicate freely with others on specialist topics related to the use of social media for business purposes.	[SK2] presentation/project/paper/report
	[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.	Is able to efficiently obtain detailed information on the level and results of social media use by brands/business organizations by using social media monitoring tools.	[SU2] 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.	Can communicate freely with the environment using social media.	[SK2] presentation/project/paper/report
	[liEMU2_U04] The student is able to plan, design, and program information systems at an advanced level, supporting the operation of business entities.	Is able to plan, configure and use IT tools supporting social media management at an advanced level.	[SU2] presentation/project/paper/report
Subject contents	1. Social media (SM) - concept and types. 2. Level of use of social networking sites in Poland and worldwide. 3. Use of MS in business - in marketing, sales, customer service, HR. 4. Classification and characteristics of IT tools supporting the use of social networking sites. 5. Social media management tools - tasks and functions. 6. Social media monitoring and knowledge acquisition. 7. Selected tools for monitoring and content analysis in social media. 8. Use of AI to generate content for the needs of SM.		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final project	51.0%	100.0%
Recommended reading	Basic literature	Królewski J., Sala P., E-marketing. Współczesne trendy. Pakiet startowy, Wydawnictwo Naukowe PWN, Warszawa 2016 (rozdz. Kaznowski D., Social media społeczny wymiar Internetu, rozdz. 5; Roszkowski J. Monitoring mediów społecznościowych, rozdz. 19) Electronic materials and netography available on the Educational Portal	
	Supplementary literature	Bonek T., Smaga M., Biznes na Facebooku i nie tylko. Praktyczny poradnik o promocji w mediach społecznościowych, Oficyna Wolters Kluwer Business, 2013	

	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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