

Subject card

Subject name and code	IT in management, PG_00156128						
Field of study	Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor'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	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dorota Buchnowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	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		9.0		36.0	75
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, spreadsheets, 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
	[ZSSML3_U07] The student is able to find the necessary information to make rational decisions of an operational and strategic in enterprises operating in the sports market and in other sports entities.	Can create an information search report, that supports decision-making process	[SU2] presentation/project/paper/report
	[ZSSML3_U10] The student can prepare written works and multimedia presentations on specific issues in the field of management and quality studies, present them and lead discussions in Polish and foreign languages.	Can write a report and create a multimedial presentation	[SU2] presentation/project/paper/report
	[ZSSML3_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 to solve the problem.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[ZSSML3_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.	Understanding of necessity of life-long learning.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[ZSSML3_U05] The student can correctly select and apply methods and tools used in management and quality sciences.	Correctly select methods appropriate to management problems.	[SU5] implementation of a problem task
	[ZSSML3_W13] The student knows advanced methods, techniques of management analysis to support the process of economic decision-making, as well as sources of data and information from various fields of social sciences.	Preparation of data and models to support the decision making process.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	MS Excel (15 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 (4 hours) - Information sources, information quality and validation. - Open Source Intelligence (OSINT), Web browsers, Web searchers, Google Hacking elements 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	basic computer skills and the ability to use the Internet		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	MS EXCEL Project	51.0%	40.0%
	Search report	51.0%	15.0%
	WWW development	51.0%	30.0%
	Presentation	51.0%	15.0%

Recommended reading	Basic literature	1. Materials posted on the Educational Portal 2. Kokpity menedżerskie w analizie i prezentacji danych biznesowych z wykorzystaniem MS Excel 2016, 3. Buchnowska D. (red.), WZ UG 2016, Sopot WZ UG 2016, Sopot, 4. VolkenbachJ., Excel 2016 PL Biblia,. Helion, Gliwice 2016
	Supplementary literature	1. Wrycza S. (red.), Informatyka ekonomiczna. Podręcznik akademicki, PWN Warszawa 2019 2. Masłowski K., Excel 2016 PL Ćwiczenia zaawansowane, Helion, Gliwice 2016
	eResources addresses	
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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