

Subject card

Subject name and code	Artificial Intelligence in Online Business, PG_00169855						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Zuzanna Borda				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	14.0	0.0	0.0	0.0	14
	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	14		5.0		56.0	75
Subject objectives	The aim of the exercises is to provide students with theoretical and practical knowledge about the applications of artificial intelligence (AI) in online business. Students will become familiar with key AI concepts, technologies and tools and learn how these technologies can be used to improve operational efficiency, personalize the customer experience, analyze data and automate business processes.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	The student can plan and organize projects involving the implementation of AI in online business, while monitoring progress and evaluating outcomes.	[SU2] presentation/project/paper/report
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student demonstrates an entrepreneurial and creative approach to implementing AI-based solutions and is able to assess the risks involved.	[SK1] oral statement/conversation/discussion
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student is able to identify and resolve professional dilemmas related to the implementation of AI technologies in business.	[SK5] implementation of a problem task
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student is able to work effectively in a team, including in an international context, on projects involving the use of artificial intelligence in e-business.	[SU2] presentation/project/paper/report
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student knows the principles of establishing and developing businesses that use artificial intelligence in online operations, based on knowledge of economics, finance, and management.	[SW5] implementation of a problem task
Subject contents	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	The student has knowledge of how the implementation of artificial intelligence drives changes in business structures and social institutions, and understands the causes, effects, and scale of these transformations.	[SW2] presentation/project/paper/report
	Topic 1: AI definitions and ethical debate		
	Topic 2: Designing a chatbot		
	Topic 3: AI solutions for various sectors		
	Topic 4: Presentation of AI projects		
	If you have any further questions or concerns, feel free to come to my consultation hours.		
Prerequisites and co-requisites	To participate in the exercises, students should have basic computer skills. Knowledge of basic IT tools and the ability to effectively use the Internet and office applications are necessary to fully understand the material discussed during lectures and exercises and to perform practical tasks.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	25.0%
		51.0%	25.0%
		51.0%	25.0%
		51.0%	25.0%

Recommended reading	Basic literature	Russell, S., Norvig, P., Artificial Intelligence: A Modern Approach, Pearson, Harlow, 2020. Goodfellow, I., Bengio, Y., Courville, A., Deep Learning, MIT Press, Cambridge, 2016. Chui, M., Manyika, J., Miremadi, M., The Economics of Artificial Intelligence: How AI is Transforming Business, McKinsey Global Institute, 2018.
	Supplementary literature	Agrawal, A., Gans, J., Goldfarb, A., Prediction Machines: The Simple Economics of Artificial Intelligence, Harvard Business Review Press, 2018. Domingos, P., The Master Algorithm: How the Quest for the Ultimate Learning Machine Will Remake Our World, Basic Books, 2015. Brynjolfsson, E., McAfee, A., Machine, Platform, Crowd: Harnessing Our Digital Future, W.W. Norton & Company, 2017.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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