

Subject card

Subject name and code	Artificial intelligence in online business, PG_00169952						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		1.0		
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	0.0	15.0	0.0	0.0	15
	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	15		5.0		5.0	25
Subject objectives	The aim of the exercises is to provide students with theoretical 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_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student applies their knowledge of economics, finance, management, and the applications of artificial intelligence to resolve economic and social dilemmas encountered in professional work in the online environment.	[SU1] oral statement/conversation/discussion
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	The student recognizes the importance of knowledge in artificial intelligence and its applications in online business for identifying and solving economic problems and is able to seek expert opinions in AI when facing difficulties in solving them independently.	[SK1] oral statement/conversation/discussion
	[EKONL3_U05] uses normative systems (legal, professional, ethical) to solve a specific economic or social task	The student can use normative systems (legal, professional, ethical) to solve economic or social tasks related to the application of artificial intelligence in online business.	[SU2] presentation/project/paper/report
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student is aware of their level of knowledge in artificial intelligence and its applications in online business and understands the need to deepen and update it throughout their life.	[SK5] implementation of a problem task
	[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 general principles of creating and developing forms of individual entrepreneurship, utilizing knowledge of economics, finance, management sciences, and the applications of artificial intelligence in online business.	[SW5] implementation of a problem task
Subject contents	[EKONL3_W10] knows and understands the basic concepts and principles of industrial property, intellectual property and copyright law	The student knows and understands the basic concepts and principles of industrial property protection, intellectual property, and copyright law, particularly in the context of artificial intelligence solutions in online business.	[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 To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.		
	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.		
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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