

Subject card

Subject name and code	Information Systems in Company Management, PG_00169961						
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	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	3		Language of instruction			Polish	
Semester of study	5		ECTS credits			1.0	
Learning profile	academic		Assessment form				
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		mgr Zuzanna Borda				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	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 the practical application of the knowledge acquired during lectures. Students will be involved in the analysis and design of information systems, solving problems related to the implementation and management of these systems, and assessing their effectiveness. The exercises are aimed at developing analytical, technical and teamwork skills.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student has in-depth knowledge of the relationships between economic entities and institutions, including in the context of information exchange and systems integration.	[SW2] presentation/project/paper/report
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	The student has advanced knowledge of various types of economic entities and public institutions, as well as the role of information systems in their functioning and integration.	[SW2] presentation/project/paper/report
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student can apply theoretical knowledge and data to analyze economic processes using information system tools and management methods.	[SU2] presentation/project/paper/report
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	The student can forecast economic processes based on data generated and processed within information systems.	[SU2] presentation/project/paper/report
	[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 and use of information systems in business operations.	[SK2] presentation/project/paper/report
Subject contents	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer		
	The student adheres to principles of ethics and corporate social responsibility in working with information systems, respecting user rights and organizational interests.		
	Topic 1: Data analytics.		
	Topic 2: Information systems security audit.		
	Topic 3: Practical application of Business Intelligence.		
	Topic 4: Omnichannel case study.		
Prerequisites and co-requisites	Topic 5: Planning a campaign using a CRM system.		
	To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.		
Assessment methods and criteria	To participate in the exercises it is required to have basic computer skills. Students should be proficient in using operating systems, word processing tools, spreadsheets and have the ability to effectively search for information on the Internet. This knowledge is necessary to perform practical tasks and analyze cases during exercises.		
	Subject passing criteria	Passing threshold	Percentage of the final grade
Recommended reading	Exercises	51.0%	100.0%
	Basic literature	Laudon, K. C., Laudon, J. P., Management Information Systems: Managing the Digital Firm, Pearson, Boston, 2020.	
		OBrien, J. A., Marakas, G. M., Introduction to Information Systems, McGraw-Hill Education, New York, 2016.	
		Turban, E., Volonino, L., Information Technology for Management: Advancing Sustainable, Profitable Business Growth, Wiley, Hoboken, 2019.	

	Supplementary literature	Pearlson, K. E., Saunders, C. S., Galletta, D. F., Managing and Using Information Systems: A Strategic Approach, Wiley, 2020. McNurlin, B. C., Sprague, R. H., Bui, T., Information Systems Management in Practice, Pearson, 2013. Jessup, L. M., Valacich, J. S., Information Systems Today: Managing the Digital World, Pearson, 2017.
	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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