

Subject card

Subject name and code	User Experience Design, PG_00169966						
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	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 Anna Śliwa				
	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		55.0	75
Subject objectives	The aim of the course is to acquaint students (from a practical perspective) with the possibilities of contemporary IT tools used in the economy, primarily related to designing interactive interfaces for online stores using AXURE, and conducting usability testing of websites according to the needs and behaviors of their users.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student identifies, analyzes, and interprets the needs and expectations of users in the context of various products and services to make informed design decisions.	[SK2] 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 is able to think and act entrepreneurially while creating innovative UX solutions. They can quickly adapt to changing conditions and project requirements. They take on the challenges of creative thinking to develop original and effective user interfaces. They demonstrate resilience to failures and can identify threats and assess the risk of their occurrence in the design process.	[SK2] presentation/project/paper/report
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	The student is able to independently develop and refine their knowledge and skills in UX. They are open to new design ideas and techniques. They enhance their understanding of technologies and tools supporting the design process (web technologies, mobile applications, artificial intelligence, and the Internet of Things (IoT)). They demonstrate a tendency to follow and understand the latest trends and best practices in UX to adapt them to their own projects. They are eager to learn through various methods and actively collaborate with other participants in the learning process.	[SU2] presentation/project/paper/report
	[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 collaborate in a team, including in an international environment, taking on various roles contributing to the achievement of common project goals.	[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 understands the general principles of creating and developing forms of individual entrepreneurship and can apply them in the context of UX design. They can utilize knowledge from economics and finance to create economically efficient IT solutions.	[SW2] presentation/project/paper/report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student participates in the preparation of IT projects in the field of user interface and user experience design, taking into account legal, economic, ecological, political, and social requirements.	[SK2] presentation/project/paper/report
	[EKONL3_U12] can independently plan and implement own lifelong learning	The student is able to independently acquire knowledge using computer programs.	[SU2] presentation/project/paper/report
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student possesses knowledge about the user as a participant in social structures and the principles of their functioning. They are able to identify, analyze, and interpret the needs and expectations of users in relation to design products and services. The student understands the motives behind users' decision-making in the context of interactions with digital products, which enables the design of intuitive and effective user interfaces.	[SW2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student knows the basic principles of user experience (UX) design and can apply them in practice to create intuitive and effective user interfaces that meet the needs and expectations of users.	[SW2] presentation/project/paper/report
Subject contents	AXURE - program training: 1. Introduction to design. 2. Overview of available design tools. 3. Discussion of basic and advanced features in AXURE (including main screen elements, widgets, masters, dynamic panels, repeaters). 4. Practical exercises. 5. Consultations held during the semester enable students to discuss project assumptions, verify the direction of their work, solve emerging design problems, and refine UX concepts in dialogue with the course instructor.		
Prerequisites and co-requisites	Knowledge of the basics of e-business and website design.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project in AXURE	51.0%	100.0%
Recommended reading	Basic literature	1. Mościkowska I., Rogos-Turek B., <i>User Experience Research as the Basis for Design</i> , Wydawnictwo Naukowe PWN, 2015. 2. Krug S., <i>Don't Make Me Think! A Common Sense Approach to Web Usability</i> , 3rd Edition, Helion, 2014. 3. Weinschenk S., <i>100 Things Every Designer Needs to Know About People</i> , Helion, 2013	
	Supplementary literature	1. Norman D., <i>The Design of Everyday Things</i> , Hachette Book Group USA. 2. Allen J., Chudley J., <i>Smashing UX Design: Foundations for Designing Online User Experiences</i> , Helion, 2013. 3. Kargól K., <i>UX - How to Design for Users</i> , Wydawnictwo Strefa Kursów, 2015. 4. Wach D., Januszewicz A., <i>Digital Skills in Business Activity: Usage Areas</i> , Zeszyty Naukowe Uniwersytetu Gdańskiego. Studia i Materiały Instytutu Transportu i Handlu Morskiego, 2013, No. 10.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Research methods in UX Information architecture Functional design		
Work placement	Not applicable		

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