

Subject card

Subject name and code	Information Systems in Enterprise, PG_00171370						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master'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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
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		9.0		27.0	50
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
	[EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	The student is able to lead a team working on tasks related to information systems, including in an international environment.	[SU2] presentation/project/paper/report
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student has in-depth knowledge of how enterprises operate and transform under the influence of information systems, taking into account the impact of external stakeholders.	[SW1] oral statement/conversation/discussion
	[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	The student knows detailed principles of starting and developing businesses, using information systems to support decision-making and operational processes.	[SW2] presentation/project/paper/report
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	The student is ready to act entrepreneurially, demonstrating flexibility and creativity in adapting to new information technologies and addressing associated risks.	[SK2] presentation/project/paper/report
	[EKONMU2_U15] can independently expand and improve acquired knowledge and skills in economics; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	The student is able to independently develop knowledge of information systems in enterprises and is open to new methods and tools for their analysis and implementation.	[SU1] oral statement/conversation/discussion
	[EKONMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	The student can set priorities and plan, organize, and monitor activities related to the implementation and maintenance of information systems.	[SU2] presentation/project/paper/report
	[EKONMU2_W03] has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	The student has in-depth knowledge of the relationships between economic entities and institutions, including in the context of information exchange and systems integration.	[SW1] oral statement/conversation/discussion
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	The student is able to identify and resolve professional dilemmas related to the implementation and use of information systems in business operations.	[SK5] implementation of a problem task
	[EKONMU2_W04] knows different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	The student understands the economic and financial ties between enterprises, including the role of information systems in maintaining and developing them.	[SW1] oral statement/conversation/discussion

Subject contents	Topic 1: Data analytics.		
	Topic 2: Information systems security audit.		
	Topic 3: Practical application of Business Intelligence.		
	Topic 4: Omnichannel case study.		
	Topic 5: Planning a campaign using a CRM system.		
	If you have any further questions or concerns, feel free to come to my consultation hours.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	20.0%
		51.0%	20.0%
		51.0%	20.0%
		51.0%	20.0%
		51.0%	20.0%
Recommended reading	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		
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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