

Subject card

Subject name and code	Digital Transformation -(class), PG_00173361						
Field of study	International Business						
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			English	
Semester of study	4		ECTS credits			3.0	
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		dr hab. Jacek Winiarski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	30.0	0.0	0.0	30
	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	30		10.0		35.0	75
Subject objectives	The objective of the course is to develop practical and strategic skills related to the application of digital technologies such as artificial intelligence, data analytics, and digital tools in business management and transformation. Students will learn to adapt to rapidly changing digital trends and design transformation strategies in the context of global markets.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_U02] can formulate and solve complex and nonstandard issues in international business by employing quantitative and qualitative research methods and tools, as well as advanced communication and information techniques applicable in the field of international business, economics and finance	Demonstrates the ability to identify and address complex and unconventional challenges in international business by applying appropriate quantitative and qualitative research methods, as well as advanced communication and information technologies used in the fields of international business, economics, and finance.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	Prepared to fulfill professional responsibilities responsibly, adhering to business ethics and workplace standards.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[IBL3_U03] is able to perform tasks in uncertain conditions, solve complex issues of international business by appropriate selection information sources, conducting critical analysis and synthesis on the collected information and data	Capable of performing tasks under uncertain conditions, effectively addressing complex issues in international business by selecting appropriate sources, conducting critical evaluation, and analyzing and synthesizing collected information and data.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues	Has knowledge of selected research methods and tools, including IT technologies and data collection techniques, applied in the analysis of international business issues.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[IBL3_K02] is ready to critically assess own knowledge in the field of international business, economics and finance and complementary disciplines	The student is prepared to objectively analyze and assess their knowledge in the fields of international business, economics, finance, and areas related to digital transformation. In case of interpretive difficulties or the need to deepen their understanding of selected topics, the student is willing to seek consultations with the teacher during consultation hours.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[IBL3_W08] knows and understands principles of economic decision making by individuals acting within social and business structures	Has knowledge of economic decision-making processes, considering the interactions of individuals within social and business structures. Understands the impact of the socio-economic environment on decisions made by organizations and their stakeholders, taking into account strategic, operational, and technological aspects.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work

Subject contents	1. Introduction to Digital Transformation. Definition, scope, and significance of digital transformation in business. 2. Technologies Driving Digital Transformation. AI, IoT, Blockchain, and Cloud Computing. 3. Artificial Intelligence in Business. Basics of AI and applications in marketing, operations, and customer experience. 4. Ethics and Responsibility in the Digital World. Data privacy, transparency, and avoiding algorithmic bias. 5. Data-Driven Decision Making. Tools for data visualization: Power BI, Tableau, and Python basics. 6. Foundations of Digital Transformation in Enterprises. Key stages and components of the digital transformation process. 7. Case Studies of Successful Digital Transformations. Analysis of companies that have successfully undergone digital transformation. 8. Digital Marketing and E-Commerce. Digital strategies, AI tools for market analysis, and e-commerce platforms. 9. Change Management in Digital Transformation. Barriers and challenges in implementing new technologies. 10. Digital Supply Chains and Logistics.. Automation and intelligent management of logistics processes. 11. Fintech and Digital Innovations in Finance. Overview of financial technologies and their impact on global markets. 12. Organizational Culture in the Digital Age. Adapting organizational culture to digital environments. 13. Global Challenges and Trends in Digital Transformation. The role of international markets and adapting technology across cultures. 14. Digital Tools in Business Practice. Workshops using CRM systems, ERP, and AI tools. 15. The Future of Digital Transformation. Emerging trends and predictions about digital technologies in business.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exam	50.0%	5.0%
	Active participation in discussions	0.0%	15.0%
	Individual presentation to the group on an agreed topic	50.0%	80.0%
Recommended reading	Basic literature	1. Egodawele, M., Sedera, D., & Bui, V. (2022). A systematic review of digital transformation literature (20132021) and the development of an overarching apriori model to guide future research. <i>arXiv</i>. https://app.scholarai.io/paper?paper_id=SS_ID:c84aad5e2ae83d27854ffe5cade17e35c0938463 2. Belliger, A., & Krieger, D. J. (2021). <i>Essays zur digitalen Transformation</i>. Berlin: transcript Verlag. https://app.scholarai.io/paper?paper_id=SS_ID:24fec8133954bd77717a8feef14d356b3dcc83a8 3. Bohnsack, R., Hanelt, A., Marz, D., & Marante, C. (2018). Same, same, but different!? A systematic review of the literature on digital transformation. <i>Academy of Management Proceedings</i>. https://app.scholarai.io/paper?paper_id=SS_ID:dc81970e71794a6e25b2c5c46527e63ba5f12d85	
	Supplementary literature	1. Henriette, E., Feki, M., & Boughzala, I. (2016). Digital transformation challenges. <i>Proceedings of the 49th Hawaii International Conference on System Sciences (HICSS)</i>. https://app.scholarai.io/paper?paper_id=SS_ID:4f51a6d4480b321e69a67be6e292927a44172a84 2. Ji, X., & Li, W. (2022). Digital transformation: A review and research framework. <i>Frontiers of Business, Economics and Management</i>, 5(3), 1898. https://app.scholarai.io/paper?paper_id=SS_ID:afbcff6c45e8d5cbea5d960e48b4b64100eaf294 3. Nielsen, J. A., Elmholt, K., & Noesgaard, M. S. (2023). Leading digital transformation: A narrative perspective. <i>Public Administration Review</i>. https://app.scholarai.io/paper?paper_id=SS_ID:bb5c1231dea2119a21ab7e0a3b68ca8d5d49b448	
	eResources addresses	Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	Describe three key technologies supporting digital transformation and present their applications in a chosen industry. Justify how these technologies can impact the operational efficiency of businesses. Analyze a case study of a company that successfully underwent digital transformation. Discuss the challenges it faced and the actions it took to overcome them. What outcomes were achieved as a result of these changes? Design a simplified digital transformation strategy for a small business. Include key elements such as technology selection, change management, and potential risks and benefits.
Work placement	Not applicable

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