University of Gdańsk

Subject card

Subject name and code	Artificial intelligence in online business, PG_00199032		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research 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	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	15.0	15.0	0.0	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	4.0	16.0	50

Subject objectives

The aim of the lectures on the subject 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. Lectures will also cover ethical and legal issues related to the use of AI.

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	Uses knowledge in economics, finance, and management to resolve economic and social dilemmas arising in professional work related to the implementation of artificial intelligence in online business.	[SU4] test/exam - oral or written
[EKONL3_U05] uses normative systems (legal, professional, ethical) to solve a specific economic or social task	Uses normative systems (legal, professional, ethical) to solve specific economic or social tasks related to the application of artificial intelligence in online business.	[SU4] test/exam - oral or written
[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	Is aware of their level of knowledge in economics, particularly in the context of applying artificial intelligence in online business, and understands the need to deepen and update this knowledge throughout life.	[SK4] test/exam - oral or written
[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	Knows general principles of creating and developing forms of individual entrepreneurship in the context of applying artificial intelligence in online business, using knowledge from economics, finance, and management sciences.	[SW4] test/exam - oral or written
[EKONL3_W10] knows and understands concepts and principles of industrial property, intellectual property and copyright law	Knows and understands the basic concepts and principles of industrial property protection, intellectual property, and copyright law in the context of applying artificial intelligence in online business.	[SW4] test/exam - oral or written
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Uznaje znaczenie wiedzy z zakresu ekonomii w procesie identyfikacji i rozwiązywania problemów gospodarczych związanych z zastosowaniem sztucznej inteligencji w biznesie online oraz zasięga opinii ekspertów w przypadku trudności z ich samodzielnym rozwiązaniem.	[SK4] test/exam - oral or written

Subject contents

- Introduction to artificial intelligence
- AI technologies in online business
- Applications of AI in e-commerce
- AI in banking and finance
- AI tools and platforms
- Ethical and legal aspects of AI
- AI use cases and trends in business

To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.

Prerequisites and co-requisites

To participate in lectures and exercises on the subject "Artificial intelligence in online business", 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
Written exam	51.0%	100.0%

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.
Supplementary literature	• Chui, M., Manyika, J., Miremadi, M., The Economics of Artificial Intelligence: How AI is Transforming Business, McKinsey Global Institute, 2018.
eResources addresses	

Example issues/ example questions/ tasks being completed

Work placement

Not applicable

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