University of Gdańsk

Subject card

Subject name and code	Artificial Intelligence in Online Business, PG_00199911		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
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	part-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	Polish
Semester of study	6	ECTS credits	4.0
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 hab. Jacek Winiarski, prof. UG	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	6.0	14.0	0.0	8.0	0.0	28

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	28	0.0	72.0	100

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_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 use artificial intelligence tools in an entrepreneurial and innovative manner, adapting to dynamic online market conditions, identifying potential risks and opportunities, assessing implementation risks, and making creative business and design decisions, even in the face of failure.	[SK8] observation of student's independent or team work
[EKONL3_W08] has an advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	The student has knowledge of how the implementation of artificial intelligence solutions influences changes in the organizational structures of enterprises and social institutions, understands the causes, course, and consequences of these changes, and is able to identify the role and impact of external stakeholders in these processes.	[SW4] 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_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student is able to identify and analyze dilemmas and alternative solutions related to the implementation and use of artificial intelligence tools in the online business environment, taking into account ethical, technological, legal, and organizational aspects.	[SK4] test/exam - oral or written
[EKONL3_U14] is ble to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	The student is able to plan and organize tasks related to the preparation of an individual or group project concerning the implementation of artificial intelligence-based solutions in an online business environment. As part of the project, the student sets priorities for activities, monitors the progress of project work, and evaluates the effectiveness of the proposed or implemented solutions. The project is discussed and approved during consultations with the course instructor and subsequently presented in class.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student can apply artificial intelligence methods and tools to solve business problems in an online environment, considering ethical and legal aspects.	[SU8] observation of student's independent or team work

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

Any doubts regarding the issues discussed can be clarified during the consultations.

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.

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Individual or group project</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>Exam</td><td>51.0%</td><td>70.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>• Russell, S., Norvig, P., Artificial Intelligence: A Modern Approach, Pearson, Harlow, 2020.
• Goodfellow, I., Bengio, Y., Courville, A., Deep Learning, MIT Press, Cambridge, 2016.</td></tr>
<tr><td>Supplementary literature</td><td>• Chui, M., Manyika, J., Miremadi, M., The Economics of Artificial Intelligence: How AI is Transforming Business, McKinsey Global Institute, 2018.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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