University of Gdańsk

Subject card

Subject name and code	Digitization of Business Relations with the Environment, PG_00200049		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Master'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	2	Language of instruction	Polish
Semester of study	4	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 Dagmara Wach	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	6.0	14.0	0.0	10.0	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	0.0	70.0	100

Subject objectives

The aim of the course is to understand the impact of digitalization on business relationships and the interactions between companies and their environment. Students will learn how digital technologies transform traditional business models and how these changes can be leveraged for the benefit of a company. While working on their projects or in case of difficulties, students may use consultations with the instructor to deepen their knowledge and receive substantive support.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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 possesses advanced knowledge about the processes occurring in enterprises and public institutions, particularly in the context of their digital transformation and interactions with the economic environment. They are familiar with methods for analyzing these processes, considering the influence of external stakeholders and rapidly changing digital technologies.	[SW2] presentation/project/paper/ report
[EKONMU2_U03] can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	The student is able to apply the acquired knowledge in practice by preparing an individual or group project concerning the analysis of economic and social processes and phenomena in the context of the digitalization of business relations. As part of the project, the student formulates opinions, develops research hypotheses, and selects and applies appropriate methods for their verification in a digital environment. The project is discussed and approved during consultations with the course instructor and subsequently presented in class.	[SU2] presentation/project/paper/ report
[EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession	The student effectively identifies, diagnoses, and resolves dilemmas and various solution options related to professional practice in a digitally evolving environment.	[SK2] presentation/project/paper/ report

Subject contents

1. Customer Communication.
2. Supply Chains.
3. B2B and B2C Platforms.
4. Brand and Online Reputation Management.
5. Security and Legal Aspects of Digitization.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	51.0%	25.0%
	51.0%	75.0%

Recommended reading

Basic literature	1. Boniecki R., Rawauszko J., Kompleksowa informatyzacja jako metoda efektywnego przejscia i zarzadzania przedsiebiorstwem, Zeszyty Naukowe Uniwersytetu SzczeciĔskiego nr 809, Ekonomiczne Problemy Usług nr 113, Szczecin 2014 2. Olszak C.M.,An Overview of Information Tools and Technologies for Competitive Intelligence Building. Theoretical Approach, "Issues in Informing Science and Information Technology", Informing Science Institute, No. 11, California, 2014.
Supplementary literature	1. Boniecki R., Rawauszko J., Kompleksowa informatyzacja jako metoda efektywnego przejscia i zarzadzania przedsiebiorstwem, Zeszyty Naukowe Uniwersytetu SzczeciĔskiego nr 809, Ekonomiczne Problemy Usług nr 113, Szczecin 2014 2. Olszak C.M.,An Overview of Information Tools and Technologies for Competitive Intelligence Building. Theoretical Approach, "Issues in Informing Science and Information Technology", Informing Science Institute, No. 11, California, 2014.
eResources addresses	

Example issues/ example questions/ tasks being completed

Work placement	Not applicable

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