

Subject card

Subject name and code	Selected Aspects of Digital Economy, PG_00202479						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
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	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	3		ECTS credits		5.0		
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		mgr Marcin Hofman				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		0.0		95.0	125
Subject objectives	The aim of the course is to introduce students to selected aspects of the digital economy and their impact on the functioning of enterprises, markets, and society. Students will become familiar with key concepts related to digital transformation, digital platforms, e-commerce, artificial intelligence, data-driven economy, automation, and new business models. The course is designed to develop students ability to analyse economic changes driven by digital technologies and to assess the opportunities and risks associated with digitalisation. Particular emphasis will be placed on the practical role of digital tools in business activity, international trade, logistics, business communication, and organisational management. An additional objective of the course is to develop students critical thinking skills in relation to digitalisation processes, including issues concerning data security, legal regulations, technology ethics, and the social consequences of the development of the digital economy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect	Student is able to independently identify, analyze and propose solutions to complex economic or social problems, selecting appropriate analytical methods and implementing decision-making procedures leading to their resolution.	[SU2] presentation/project/paper/report
	[IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues	The student knows the basic methods and tools used to analyse data and processes occurring in the digital economy.	[SW5] implementation of a problem task
	[LMMU2_W02] has a knowledge of various types of economic entities and organisations, which require logistics support or provide logistics services as well as an extended knowledge of public institutions	The student knows and understands the importance of digital technologies in organising economic, logistical and administrative processes.	[SW2] presentation/project/paper/report
	[LMMU2_U07] can independently propose solutions to complex logistics and mobility problems, select methods of analysis and conduct conclusive procedures in this respect	The student is able to identify and analyse complex problems related to the digital economy and propose appropriate solutions.	[SU5] implementation of a problem task
	[MSG3_U08] uses methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student is able to use selected digital tools and computer programs to collect, analyse and present data related to the digital economy.	[SU5] implementation of a problem task
	[IBL3_U07] can take part in a debate, is able to present, evaluate and discuss various viewpoints in the field of international business	The student is able to participate in a debate on selected issues of the digital economy, presenting and justifying their own position with arguments.	[SU1] oral statement/conversation/discussion
	[MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student knows and understands the importance of digital technologies in managing an enterprise operating in the international market.	[SW5] implementation of a problem task
	[MSGMU2_W08] knows and understands the terms and principles of intellectual (industrial) property protection and copyright law; understands the necessity of intellectual property management	The student knows and understands the basic principles of intellectual property protection in the digital economy, especially in relation to data, digital content and technological innovation.	[SW1] oral statement/conversation/discussion
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	The student is able to prepare a written paper on selected aspects of the digital economy, using appropriate sources, analytical methods and specialist terminology.	[SU3] text preparation/written 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 knows and understands the basic economic and social processes related to the development of digital technologies and their impact on enterprises, consumers and institutions.	[SW1] oral statement/conversation/discussion

	Course outcome	Subject outcome	Method of verification
	[IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	The student is able to search for, analyse and interpret information concerning digitalisation processes, new business models and changes occurring in digital markets.	[SU5] implementation of a problem task
	[EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession	The student correctly identifies, diagnoses and resolves ethical dilemmas and various solution options related to professional practice in business.	[SK2] presentation/project/paper/report
	[IBMU2_U07] can prepare oral presentations on economic and social issues, using specialist theoretical approaches with diverse audiences, can prepare and lead a debate	The student is able to prepare and deliver a presentation on selected aspects of the digital economy, using appropriate sources of information and substantive argumentation.	[SU2] presentation/project/paper/report
	[MSGMU2_U09] can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools	The student is able to use innovative approaches and digital tools to solve selected economic problems.	[SU5] implementation of a problem task
Subject contents	1. Introduction to the digital economy and e-commerce 2. Business models in the digital economy: B2B, B2C, C2C, marketplace 3. History of the Internet and the development of e-commerce 4. Internet, e-commerce and globalisation processes 5. Determinants of e-commerce and digital economy development 6. Marketplace platforms as online sales infrastructure: Amazon, Allegro, eBay 7. Online store versus marketplace comparison of sales models 8. Start-up or online store choosing a business model for early-stage entrepreneurs 9. Influencer marketing and social media in the digital economy 10. Data, analytics, AI and personalisation in e-commerce 11. Cybersecurity and data protection in digital business 12. Student project presentations and analysis of selected business cases		
Prerequisites and co-requisites	• Completion of "Microeconomics" and "Macroeconomics" courses (theoretical foundations) • Basic knowledge of Microsoft Office Suite (PowerPoint, Excel) or Google Workspace		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written assignment	51.0%	10.0%
	Problem-solving tasks	51.0%	30.0%
	discussion	51.0%	10.0%
	Presentation	51.0%	50.0%
Recommended reading	Basic literature	• Laudon, K. C., & Traver, C. G. (2024). <i>E-commerce 20232024: Business, Technology, Society</i>. Pearson. • Turban, E., Outland, J., King, D., Lee, J. K., Liang, T. P., & Turban, D. C. (2018). <i>Electronic Commerce 2018: A Managerial and Social Networks Perspective</i>. Springer. • Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital Marketing: Strategy, Implementation and Practice</i>. Pearson.	

	Supplementary literature	- Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2016). <i>Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You</i>. W. W. Norton & Company. - Rogers, D. L. (2016). <i>The Digital Transformation Playbook: Rethink Your Business for the Digital Age</i>. Columbia Business School Publishing.
	eResources addresses	
Example issues/ example questions/ tasks being completed	- What is the digital economy and what are its main characteristics? - What are the basic e-commerce models: B2B, B2C, C2C and marketplace? - How has the Internet influenced the development of e-commerce? - What are the advantages and limitations of selling through marketplaces such as Amazon, Allegro or eBay? - Online store or marketplace which model is more beneficial for a beginner entrepreneur? - Start-up or online store analysis of opportunities, costs and risks. - What is the role of data, analytics and personalisation in e-commerce? - How does artificial intelligence influence the digital economy? - What are the main cybersecurity risks in online business? - How does influencer marketing affect online sales and brand building? - Analysis of a selected company operating in the digital economy. - Preparation of a short presentation or written assignment on a selected e-commerce issue.	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.