

Subject card

Subject name and code	Business Strategies of Digital Giants, PG_00183748						
Field of study	Strategie biznesowe cyfrowych gigantów						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Optional subject group		
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		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Strategic Development and Quality Science -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jędrzej Siciński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	9.0	0.0	0.0	0.0	0.0	9
	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	9		10.0		35.0	54
Subject objectives	The aim of the course is to familiarize students with the strategic characteristics of entities classified as so-called Digital Giants. Understanding the unique strategic features of representatives of this business sector enables a deeper comprehension of their business model concepts, potential impacts on competition, and prepares students for interaction with these entities in economic practice (in various forms) through an understanding of their strategic culture.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[liEMU2_U01] The student can comprehensibly, orally and in writing, present and justify in depth advanced economic theories and apply them to explain the functioning of the national economy and its components. Understands and can explain the content of communications from economic institutions, articles in the economic press and scientific journals.		The student analyzes data from industry reports and explains key phenomena occurring in technological entities at various stages of their lifecycle, taking into account the implications for the broader economy.		[SU2] prezentacja/projekt/referat/ raport		
	[liEMU2_W02] The student has an in-depth knowledge of economic structures and institutions, the processes taking place in them, the connections between them and their dynamics, and has an in-depth knowledge of the phenomena and processes taking place in their environment.		The student recognizes basic microeconomic structures and perceives the uniqueness of technological enterprises within this sphere, particularly in the context of their impact on the environment.		[SW1] wypowiedź ustna/rozmowa/ dyskusja [SW2] prezentacja/projekt/referat/ raport		
	[liEMU2_K05] The student can think and act in an entrepreneurial manner and flexibly adapt to changing environmental conditions. Thinks creatively and can go beyond the usual patterns.		The student is able to formulate remedial actions and agile defensive strategies in the context of activities undertaken by digital giants in economic practice.		[SK2] prezentacja/projekt/referat/ raport		

Subject contents	1. Market Structures Review 2. Digital Giant Definition and Key Characteristics 3. Digital Giants Goals and Success Metrics at Different Stages of Their Lifecycle 4. Digital Giants Economic Disruptors or Entities Suppressing Creative Chaos? 5. The Nature of Risks and Imbalances Generated by Technological Enterprises 6. The Perilous Relationship: State and Big Tech 7. Case Study		
Prerequisites and co-requisites	Fundamentals of Economics Market Structures		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Team project	51.0%	100.0%
Recommended reading	Basic literature	Antoni Z. Kamiński, Bartłomiej Kamiński, Świat na krawędzi. Czy projekt liberalnokonstytucyjny sprostą wyzwaniom współczesności?, Instytut Studiów Politycznych Polskiej Akademii Nauk, Warszawa 2023; s. 316326, 331335. Siciński J., Negative externalities of shareholder value orientation and its impact on global financialization, Acta Scientiarum Polonorum. Seria: Oeconomia, 2020, t.19	
	Supplementary literature	Siciński, J. (2019). Procesy migracji wartości w polskim sektorze bankowym [Value migration processes in the Polish banking sector]. Bezpieczny Bank, 2 (75), 7491.	
	eResources addresses	Basic https://www.economist.com/leaders/2019/04/17/techs-new-stars-have-it-all-except-a-path-to-high-profits - Article published in "The Economist"	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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