

Subject card

Subject name and code	Information Technologies, PG_00187181						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study 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	1		Language of instruction		English		
Semester of study	1		ECTS credits		3.0		
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		dr Zuzanna Borda				
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		45.0	75
Subject objectives	The aim of the course is to develop practical skills in the use of information technologies and digital tools in academic, organisational, and professional work. The course enables students to acquire skills in collecting, processing, analysing, and presenting data, as well as preparing documents, spreadsheets, and multimedia presentations using contemporary office applications and selected artificial intelligence tools.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[IBL3_U03] is able to select appropriate sources of information and analyse and synthesise data in order to solve international business problems under conditions of uncertainty.		The student is able to use selected information technologies, office applications, and digital tools to acquire, process, analyse, and present data, as well as to solve basic problems related to business activities in the international environment.		[SU2] presentation/project/paper/report [SU5] implementation of a problem task		
	[IBL3_W03] knows and understands at an advanced level selected research methods and tools, including information technologies and techniques for data collection and analysis used in the study of economic and business phenomena.		The student knows and understands the possibilities of using selected information technologies, IT tools, and office applications for acquiring, processing, analysing, and presenting data used in business activities.		[SW4] test/exam - oral or written [SW5] implementation of a problem task		

Subject contents	Digital Work Environment - Using cloud services and Microsoft 365 tools. - Managing and sharing digital documents. - Applying principles of secure information management. Creating and Editing Text Documents - Preparing academic and professional documents. - Formatting text using styles and sections. - Creating tables, lists, headers, and footers. - Applying page numbering, captions, and automatic tables of contents. - Inserting comments and cross-references. - Exporting documents to PDF. Creating and Analyzing Data Using Spreadsheets - Organizing and formatting data. - Performing calculations using mathematical, statistical, logical, and conditional functions. - Applying relative and absolute cell references. - Using lookup functions. - Sorting, filtering, and applying conditional formatting. - Creating charts and analyzing data using pivot tables. Creating Multimedia Presentations - Designing the structure and layout of presentations. - Using slide masters. - Creating slides containing text, tables, charts, and multimedia. - Applying animations, transitions, and hyperlinks. - Preparing presentations in accordance with the principles of visual communication. Using Artificial Intelligence Tools - Using AI tools to support work with text, data, and presentations. - Developing effective prompts. - Editing and organizing content. - Critically evaluating AI-generated outputs. - Applying the principles of responsible AI use.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Presentation	51.0%	20.0%
	Exercises during classes	51.0%	50.0%
	Excel test	51.0%	30.0%
Recommended reading	Basic literature	Alexander, M., Kusleika, R. (2022). <i>Microsoft Excel 365 Bible</i> . Hoboken: Wiley. Microsoft Support. <i>Excel help & learning</i> . Microsoft Support. <i>Word help & learning</i> . Microsoft Support. <i>PowerPoint help & learning</i> .	
	Supplementary literature	Reynolds, G. (2011). <i>Presentation Zen: Simple Ideas on Presentation Design and Delivery</i> . Berkeley: New Riders. Few, S. (2012). <i>Show Me the Numbers: Designing Tables and Graphs to Enlighten</i> . Burlingame: Analytics Press. Mollick, E. (2024). <i>Co-Intelligence: Living and Working with AI</i> . New York: Portfolio. Microsoft Learn. <i>Write effective prompts to achieve optimal results</i> . Microsoft 365. <i>Copilot Prompts Gallery</i> .	
	eResources addresses		

Example issues/ example questions/ tasks being completed	Example topics include: • Organizing data in a spreadsheet and creating clear, well-structured tables; • Using logical, conditional, and lookup functions to solve basic analytical problems; • Applying relative and absolute cell references in formulas; • Creating charts and basic data summaries to support data interpretation; • Using pivot tables to summarize information and compare results; • Applying styles, headings, lists, tables, page numbering, tables of contents, and captions in documents; • Exporting documents to selected formats, including PDF. Example questions and problems discussed during the course: • How should data be organized to enable accurate calculations? • When is it appropriate to use conditional and logical functions? • How can data be presented in a clear and informative chart? • How can a document be prepared to ensure it is clear, consistent, and properly formatted? Example practical tasks: • Preparing and formatting a spreadsheet; • Performing calculations using selected spreadsheet functions; • Analyzing data with the use of pivot tables; • Preparing a text document containing tables, lists, headers, footers, and comments; • Delivering a short team presentation.
Work placement	Not applicable

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