University of Gdańsk

Subject card

Subject name and code	Information Technology for Business and Culture, PG_00166596		
Field of study	Cultural Communication		
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
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	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	mgr Aleksandra Chmarzyńska	
	Teachers	Katarzyna Andrzejewska	

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	2.0	18.0	50

Subject objectives	The objective of the course "Information Technology for Business and Culture" is to equip students with knowledge and practical skills in using modern information technologies, including Microsoft Office tools (Word, Excel, PowerPoint, Outlook, Teams) and other digital tools, for effective acquisition, processing, and presentation of information in academic, business, and cultural contexts. The course fosters competencies in critical evaluation, entrepreneurship, and responsible professional conduct, with a particular focus on digital technology applications in intercultural and business environments.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[CCL3_U06] The graduate is able to select and apply information and communication technology (ICT) when acquiring and processing information in research work in cultural studies, literary studies and linguistics, and in professional work related to culture or the use of English.	The Student can select and apply information and communication technologies (ICT) related to information technology used in business and culture.	[SU2] presentation/project/paper/ report
[CCL3_K05] The graduate is ready to think and act in an entrepreneurial manner in and to responsibly perform professional roles in various spheres of professional activities related to culture or the use of English.	The Student is ready to think and act entrepreneurially and responsibly fulfill professional roles in various areas related to information technologies in business and culture.	[SK2] presentation/project/paper/ report
[CCL3_K02] The graduate is ready to recognize the importance of knowledge and skills, including cultural studies, literary studies and linguistics, in solving cognitive and practical problems, and is ready to consult a research supervisor or workplace mentor in case of difficulties in solving these problems independently	The Student is ready to acknowledge the importance of knowledge and skills in information technology used in business and culture n solving cognitive problems, and to seek advice from an academic teacher when facing difficulties while independently solving problems.	[SK2] presentation/project/paper/ report
[CCL3_K01] The graduate is ready to critically assess the extent of his/her knowledge and skills, including cultural studies, literary studies and linguistics in relation to intercultural dialogue.	The Student is ready to critically evaluate the scope of their knowledge and skills in the field of information technology applied in business and culture.	[SK4] test/exam - oral or written
[CCL3_W18] The graduate knows and understands the fundamental dilemmas of modern civilization in the context of issues related to contemporary culture and intercultural dialogue.	The Student knows and understands the fundamental dilemmas of contemporary civilization in the context of applications of information technology for business and culture.	[SW2] presentation/project/paper/ report
[CCL3_W19] The graduate knows and understands the basic conditions (e.g., economic, legal, ethical or social) of professional activities related to culture or the use of English, including the basic principles of creation and development of various forms of entrepreneurship.	The Student knows and understands the basic conditions (e.g., economic, legal, ethical, or social) of professional activity related to information technologies for business and culture.	[SW4] test/exam - oral or written

Subject contents

Introduction to information technology in business and culture, use of Microsoft Office suite: Word, Excel, PowerPoint (creating and formatting text documents, basic spreadsheet functions and formulas), communication and team collaboration using Outlook and Teams, information security and digital ethics, protection of personal data and confidential information

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project (presentation/ research paper)	51.0%	60.0%
test	51.0%	40.0%

Recommended reading

Basic literature

Elliott, A. (2019). The culture of AI: Everyday life and the digital revolution. Routledge.

Holy, MrExcel, & 24 Excel MVPs. (2024). Excel insights. Packt Publishing.

Shelly, G. B., & Vermaat, M. E. (2010). Microsoft Office 2010: Introductory. Course Technology.

Weverka, P., & Warner, T. L. (2019). Office 365 all-in-one. John Wiley & Sons.

	Supplementary literature	brak
	eResources addresses	
Example issues/ example questions/ tasks being completed	The Role of IT Tools in Intercultural Business Communication Using Microsoft Office for Academic and Professional Information Management Digital Presentation Skills: Designing Effective Cross-Cultural Messages in PowerPoint	
Work placement	Not applicable	

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