

**Subject card**

<b>Subject name and code</b>	Digital Skills, PG_00178458						
<b>Field of study</b>	Management						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2028/2029		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	6	<b>ECTS credits</b>			5.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Department of Business Informatics -> Faculty of Management -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Anna Lenart				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	8.0	0.0	24.0	0.0	0.0	32
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	<b>Number of study hours</b>	32	2.0	91.0	125		
<b>Subject objectives</b>	<ol style="list-style-type: none"> <li>The student will acquire knowledge in the field of application of ERP, CRM systems and data analysis, as well as cybersecurity.</li> <li>Acquiring skills in using ERP, CRM systems, importing data to analytical tools, and advanced data analysis techniques.</li> <li>Acquiring skills in creating automatic data flows.</li> <li>Preparing the student for effective application of cybersecurity principles.</li> </ol>						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>		<b>Method of verification</b>		
	[ZARZL3_W08] The student has advanced knowledge and understanding of management processes' objectives and specifics, their relationship with other processes in the organization, and the accompanying challenges and dilemmas in a changing environment.		The student recognizes and characterizes IT applications supporting various management processes in the organization and methods of securing them.		[SW4] test/exam - oral or written [SW2] presentation/project/paper/report		
[ZARZL3_U12] The student can utilize IT tools to enhance management-related professional tasks.		The student is able to safely use IT tools and technologies that support decision-making in various areas of management.		[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU5] implementation of a problem task			

## Subject contents

### Lecture topics:

1. Origin, structure and properties of ERP systems.
2. Structure and functionality of CRM systems.
3. Market and directions of development of ERP and CRM systems.
4. Tasks and areas of application of BI systems.
5. Cybersecurity - basics and most common user errors on the network. Malware.
6. Protection of digital identity and privacy management in the age of social media.

### Laboratory topics:

#### Application of IT applications in business (ERP system) - 12 hours

1. SAP S/4HANA - navigation and analysis of the case study.
2. Integration in SAP S/4 HANA. Execution of the sales process.
3. SAP S/4 HANA - Financial Accounting Module.
4. SAP S/4 HANA - HCM Subsystem (Human Capital Management).

#### Data analysis (CRM, BI systems) and automation - 8 hours

1. Customer relationship management/CRM module.
2. Data collection and preparation for analysis.
3. Creating and formatting visualizations.
4. Creating automatic data flows.
5. Creating and using AI models.

#### Cybersecurity - 4 hours

1. Cybersecurity-related software tools and functionalities.
2. Phishing identification.

	<p>3. Online account privacy settings analysis and hardening.</p> <p>4. Information security policy.</p>		
Prerequisites and co-requisites	<p>Formal requirements - IT in management</p> <p>Prerequisites - basic knowledge of business processes</p>		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	tasks performed during classes	71.0%	20.0%
	written term paper	51.0%	20.0%
	projects and report cards	51.0%	60.0%
Recommended reading	Basic literature	<p>1. Materials posted on the Educational Portal</p> <p>2. Wrycza S., Maślankowski J.(red.), Informatyka ekonomiczna. Podręcznik akademicki, PWN Warszawa 2019.</p> <p>3. Intro to SAP S4HANA Using Global Bike 4.2, SAP University Alliances, lipiec 2023.</p>	
	Supplementary literature	<p>1. Arnold J., Poznaj Microsoft Power BI. Przekształcanie danych we wnioski, APN Promise, Warszawa 2023.</p> <p>2. Bytniewski A. (red.), Architektura zintegrowanego systemu informatycznego zarządzania, Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2015.</p> <p>3. Bardhan D., et al., SAP S/4HANA: An Introduction, SAP Press 2021.</p> <p>4. Jatkiewicz P., Bezpieczeństwo systemów. informatycznych firm i instytucji, Wydawnictwo Uniwersytetu Gdańskiego, Sopot 2020.</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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