

Subject card

Subject name and code	Business Informatics, PG_00195005						
Field of study	Sport Management						
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			Polish		
Semester of study	1	ECTS credits			5.0		
Learning profile	academic	Assessment form			exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Markowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	45.0	0.0	0.0	60
	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	60		2.0		63.0	125
Subject objectives	<p>To impart knowledge and teach students:</p> <p>to prepare students for the effective and safe use of information technology,</p> <p>to ensure that students master the correct use of information technology-related terminology,</p> <p>to acquire skills in creating documents, spreadsheets, and multimedia presentations, and the principles of visual communication,</p> <p>to teach students the principles of safe internet use, information search, and critical evaluation and selection.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_U03] Can obtain data from appropriately selected and verified sources and use it to analyse and evaluate economic processes and phenomena, especially those related to the sports market.	The student correctly and critically selects data sources, selects and uses data, and processes and visualizes information in the analysis, evaluation, design and construction of IT tools supporting the understanding of economic phenomena and processes.	[SU2] presentation/project/paper/report
	[ZSSML3_W06] Has advanced knowledge and understanding of the principles of rational decision-making in relation to specific resources, functional areas within an organisation, processes, and levels of management, particularly in the context of the sports market organisation.	The student identifies and explains the need to use appropriate IT tools in the decision-making process. They can calculate, evaluate, and generate variants for the analysis of resources, areas, and management levels.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZSSML3_U12] Can use IT tools to enhance professional tasks related to management, including in sports market organisations.	The student is able to select, choose and use software tools (spreadsheets, text editors, processing and graphic visualization software) and selected information technologies supporting the processes of collecting, storing, sharing and processing data supporting management processes.	[SU2] presentation/project/paper/report
	[ZSSML3_W05] Has advanced knowledge and understanding of methods and techniques for obtaining, processing, and using data in decision-making and management processes, especially those undertaken by entities in the sports market.	The student recognizes and selects methods and techniques for collecting, storing, analyzing, and processing data in the context of decision-making and management processes. They can identify, examine, verify, challenge, and reject erroneous data.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
Subject contents	<p>Lectures (15 hours):</p> <ol style="list-style-type: none"> 1. Introduction to Economic Informatics, 2. Information and Communication Technologies (including: Computer Hardware, Computer Networks, Internet of Things), 3. Computer Software and Programming, and Cloud Computing. 4. Development of IT Systems (including: Business Process Modeling, Methodologies for Creating IT Systems, Databases, and Big Data). 5. IT Project Management. Management IT Systems. 6. Digital Economy (including: Tools Supporting Knowledge Management, Information Society, E-Business, E-Learning, Communication and Collaboration Tools). 7. Advanced Online Information Search Techniques. Open Source Intelligence, Legality. 8. Public Presentation of Business Data - Principles, "Best Practices," Tool Selection. 9. CMS Tools. WordPress. Principles of Website Creation. Visual Identity. Hosting. Administration. Website Security. Introduction to SEO. <p>Labs (45 hours):</p> <ol style="list-style-type: none"> 1. Advanced use of MS Excel - 20 hours: <ul style="list-style-type: none"> • Spreadsheets - principles of working with spreadsheets to solve business problems, optimizing work with large amounts of data, preparing business reports • Solving business problems using conditional functions, date and time functions, text functions, and financial analysis. • Pivot tables and charts based on a data model Data visualization and dashboard creation. • Automating work in a spreadsheet, creating forms, using macros, advanced data filtering Solver tool, multivariate analysis, what-if analysis, scenario manager, objective function optimization 2. Visual communication - 5 hours: <ul style="list-style-type: none"> • Tools and techniques for effective content communication. Preparing business reports. • Audience interaction tools, graphic elements, infographics, visual notes. Teamwork tools. • Forms, surveys, reports, presentations, stories. Google Forms and Sway. 3. Advanced Information Retrieval Techniques - 10 hours: <ul style="list-style-type: none"> • Information sources, information quality, information credibility verification, • White label intelligence (OSINT) on the internet, web browsers, selected search engines, elements of Google Hackin. 4. CMS Systems - 10 hours: <ul style="list-style-type: none"> • Acquiring, processing, and presenting business data using web services. • Working with a CMS system. WordPress configuration. Administrative tasks. Appearance personalization.. • Content creation. WordPress management, user management, plugin installation. 		

Prerequisites and co-requisites	Basic computer skills and the ability to use the Internet.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project w MS Excel	51.0%	35.0%
	MS Word report on information search	51.0%	15.0%
	Website design and implementation in WORDPRESS	51.0%	15.0%
	Visual communication project	51.0%	10.0%
	Test	51.0%	25.0%
Recommended reading	Basic literature	1. Sawyer T., Pro Excel financial modeling : building models for technology startups, online	
	Supplementary literature	A2: For individual studying 1. Cornell P., Beginning Excel what-if data analysis tools : getting started with Goal Seek, data tables, scenarios and Solver, online.	
	eResources addresses	Supplementary http://PortalStudenta-PortalStudenta - Student portal https://repozytorium.bg.ug.edu.pl/info/book/UOG68040671019e41b087ecab87b81bd5fc/ UOG68040671019e41b087ecab87b81bd5fc - Basic	
Example issues/ example questions/ tasks being completed	MS EXCEL: Create an estimate cost for opening a new business in town X. Serach Report: Property rental report in town X. CMS: Create a prototype of website for your business. Visual communication: Create a presentation that encourages a potential investor to partially finance your new business.		
Work placement	Not applicable		

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