

Subject card

Subject name and code	User Experience Design, PG_00199045						
Field of study	Economics						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2028/2029		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group 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	3	Language of instruction			Polish		
Semester of study	6	ECTS credits			5.0		
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 Anna Śliwa				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	10.0	0.0	40
	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	40		0.0		85.0	125
Subject objectives	The aim of the course is to acquaint students (from a theoretical perspective) with the possibilities of contemporary IT tools used in the economy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student is able to collaborate in a team, including in an international environment, taking on various roles contributing to the achievement of common project goals.	[SU4] test/exam - oral or written
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student identifies, analyzes, and interprets the needs and expectations of users in the context of various products and services to make informed design decisions.	[SK4] test/exam - oral or written
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student knows the basic principles of user experience (UX) design and can apply them in practice to create intuitive and effective user interfaces that meet the needs and expectations of users.	[SW4] test/exam - oral or written
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student understands the general principles of creating and developing forms of individual entrepreneurship and can apply them in the context of UX design. They can utilize knowledge from economics and finance to create economically efficient IT solutions.	[SW4] test/exam - oral or written
	[EKONL3_U12] can independently plan and implement own lifelong learning	The student is able to independently acquire knowledge using computer programs.	[SU4] test/exam - oral or written
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student is able to think and act entrepreneurially while creating innovative UX solutions. They can quickly adapt to changing conditions and project requirements. They take on the challenges of creative thinking to develop original and effective user interfaces. They demonstrate resilience to failures and can identify threats and assess the risk of their occurrence in the design process.	[SK4] test/exam - oral or written
	[EKONL3_U15] is able to independently supplement and improve his acquired knowledge and skills in the field of economics, is open to new concepts and solutions, and demonstrates a willingness to engage in lifelong learning and to cooperate and exchange knowledge with other participants in the learning process.	The student is able to independently develop and refine their knowledge and skills in UX. They are open to new design ideas and techniques. They enhance their understanding of technologies and tools supporting the design process (web technologies, mobile applications, artificial intelligence, and the Internet of Things (IoT)). They demonstrate a tendency to follow and understand the latest trends and best practices in UX to adapt them to their own projects. They are eager to learn through various methods and actively collaborate with other participants in the learning process.	[SU4] test/exam - oral or written
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student participates in the preparation of IT projects in the field of user interface and user experience design, taking into account legal, economic, ecological, political, and social requirements.	[SK4] test/exam - oral or written

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Subject contents	<p>1. Introduction to User Experience Design. 2. A Brief History of UX. 3. User-Centered Design (UCD). 4. Information Architecture (IA). 5. Functional Design. 6. Wireframe, Mockup, Prototype. 7. UX Research Methods. 8. Usability Testing. 9. Golden Rules of UX. 10. Consultations held during the semester allow students to expand on lecture content, analyze examples from UX practice, and clarify complex issues related to user-centered design and usability research.</p> <p>To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.</p>						
Prerequisites and co-requisites	Knowledge of the basics of e-business and website design.						
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Test</td> <td>51.0%</td> <td>100.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Test	51.0%	100.0%
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Example issues/ example questions/ tasks being completed	UX Research Methods Information Architecture Functional Design						
Work placement	Not applicable						

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