University of Gdańsk

Subject card

Subject name and code	Introduction to Digital Economy, PG_00206414		
Field of study	Economics, International Economic Relations		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2026/2027
Education level	Bachelor’s studies	Subject group	Obligatory subject group in the field of study Optional subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	Polish
Semester of study	5	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	mgr Marcin Hofman	
	Teachers		

Lesson types						
Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	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	
	To provide students with a comprehensive understanding of the mechanisms driving the digital economy, focusing on e-commerce business models and modern technologies (AI, Big Data, Blockchain). To develop practical skills in sales funnel analysis and the calculation/interpretation of key performance indicators (KPIs) in digital business. To enhance competences in identifying security risks (cybersecurity) and navigating the dynamically changing regulatory frameworks (GDPR, Omnibus Directive, DSA/DMA).

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_W12] has a well-organised knowledge of the nature, functioning and sources of changes occurring in the structures of economic entities and organisations (in particular those which operate on the international market); understands the causes, course, scale and consequences of these changes	Defines and describes the structure and operational mechanisms of modern economic organizations within the digital economy framework. Possesses structured knowledge of the transformation of traditional business models towards e-commerce (SaaS, Marketplace, D2C) and understands the causes, processes, and consequences of structural and operational changes that these organizations undergo during international market expansion in the face of global competition and technological innovation.	[SW4] test/exam - oral or written
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	Actively cooperates within team structures to execute analytical projects and strategic business case studies in the digital economy field. Assumes and fulfills tasks specific to diverse organizational roles in e-commerce (e.g., data analyst, marketing manager, CFO), effectively communicating and defending their strategic position to reach collaborative solutions for international markets.	[SU2] presentation/project/paper/report
	[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	Initiates and actively participates in teamwork aimed at solving international business case studies in the digital economy domain. Assumes and executes diverse roles within e-commerce organizational structures (e.g., data analyst, marketing manager, CFO), effectively arguing their perspective and collaborating to reach strategic business compromises	[SU2] presentation/project/paper/report
	[EKONL3_W08] has an advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	Student has knowledge of the processes of change in economic organizations and understands the impact of digital transformation on market structures and business models (SaaS, Marketplace, D2C).	[SW4] test/exam - oral or written
Subject contents	**Introduction to the electronic economy and e-commerce:** Basic concepts, business models, and operational mechanisms of the e-economy and digital trade. **History of the internet and e-commerce:** The evolution of the web, the development of digital technologies, and key milestones in the formation of global online trade. **Application of the digital economy with elements of cybersecurity:** Practical use of digital solutions in economic organizations, including the identification and management of fundamental cyber threats. **The internet, e-commerce, and globalization:** The impact of the web on blurring trade borders, the flow of capital and goods, and the role of global platforms. **Determinants of e-commerce development:** Technological, economic, social, and legal factors driving the growth of digital commerce and competitive advantages. **Data analytics and e-commerce metrics**		
Prerequisites and co-requisites			

<table>
<tr><td rowspan="3">Assessment methods and criteria</td><td>Subject passing criteria</td><td>Passing threshold</td><td>Percentage of the final grade</td></tr>
<tr><td>Presentation</td><td>51.0%</td><td>50.0%</td></tr>
<tr><td>Test</td><td>51.0%</td><td>50.0%</td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">Laudon, K. C., & Traver, C. G. (2024). E-commerce: Business, Technology, Society. Pearson.

Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice. Pearson.

McAfee, A., & Brynjolfsson, E. (2017). Machine, Platform, Crowd: Harnessing Our Digital Future. W. W. Norton & Company.</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2016). Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You. W. W. Norton & Company.</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">Which of the following European Union legal acts imposes specific obligations on the largest digital platforms (so-called gatekeepers, e.g., Amazon, Meta) regarding the combating of illegal content and ensuring the transparency of recommendation algorithms?

A) Omnibus Directive B) General Data Protection Regulation (GDPR) C) Digital Services Act (DSA) D) eIDAS Standard

For what main purpose do e-commerce analysts use the Simple Moving Average (SMA) model?</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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