

Studia stacjonarne I stopnia

obowiązuje od roku ak. 2023/24

Kierunek: Gospodarka cyfrowa

| Nazwa przedmiotu | Nazwa przedmiotu w języku angielskim | Forma zaliczenia | Razem godzin | | Razem ECTS | I rok | | | | | | | | | II rok | | | | | | | | | III rok | | | | | | | | | | | | | | | |
|--|--|------------------|--------------|------------|-------------|----------------------|----|------|------------|---|------|-------------|-----|------|------------|-----|------|-----------|----|------|------------|-----|------|---------|-----|----|---|-----|--|--|--|--|--|--|--|----|----|-----|--|
| | | | W | Ć | | Semestr I | | | Semestr II | | | Semestr III | | | Semestr IV | | | Semestr V | | | Semestr VI | | | | | | | | | | | | | | | | | | |
| | | | | | | W | Ć | ECTS | W | Ć | ECTS | W | Ć | ECTS | W | Ć | ECTS | W | Ć | ECTS | W | Ć | ECTS | | | | | | | | | | | | | | | | |
| przedmioty kształcenia ogólnego | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 150 | 240 | 23,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ochrona własności intelektualnej | Intellectual Property Protection | Z | 15 | 0 | 1,0 | | | | | | 15 | 0 | 1,0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Nowoczesne techniki uczenia się | Contemporary Learning Techniques | Z | 15 | 0 | 1,0 | 15 | 0 | 1,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Język angielski w biznesie | Business English | Z/E | 0 | 120 | 7,0 | | | | | | | | | 0 | 60 | 3,0 | | 0 | 60 | 4,0 | | | | | | | | | | | | | | | | | | | |
| Wychowanie fizyczne | Physical Training | Z | 0 | 60 | 0,0 | | | | | | | | | 0 | 30 | | | 0 | 30 | | | | | | | | | | | | | | | | | | | | |
| Zajęcia z dziedziny nauk humanistycznych* | Humanities lectures | Z | 90 | 0 | 6,0 | | | | | | 30 | 0 | 2,0 | | | | | | | | | | 30 | 0 | 2,0 | 30 | 0 | 2,0 | | | | | | | | | | | |
| Zajęcia ogólnouczelniane lub realizowane na innym kierunku studiów | University lectures | Z | 30 | 0 | 2,0 | | | | | | | | | | | | | 30 | 0 | 2,0 | | | | | | | | | | | | | | | | | | | |
| BHP | Occupational Safety, Health and Ergonomics | Z | 0 | 0 | 0,0 | na platformie MOODLE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Technologie informacyjne I | Information Technology I | Z | 0 | 30 | 3,0 | 0 | 30 | 3,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Technologie informacyjne II | Information Technology II | Z | 0 | 30 | 3,0 | | | | | | 0 | 30 | 3,0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| przedmioty z zakresu treści podstawowych | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 180 | 135 | 35,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Zastosowania matematyki | Applied mathematics | E | 30 | 30 | 7,0 | 30 | 30 | 7,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Statystyka w badaniach ekonomicznych | Statistics in economic studies | E | 30 | 30 | 7,0 | | | | | | 30 | 30 | 7,0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ekonometria i prognozowanie | Econometrics and Forecasting | E | 30 | 30 | 7,0 | | | | | | | | | 30 | 30 | 7,0 | | | | | | | | | | | | | | | | | | | | | | | |
| Podstawy ekonomii | Introduction to economics | E | 30 | 30 | 6,0 | 30 | 30 | 6,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Prawo gospodarcze | Business Law | Z | 15 | 0 | 2,0 | 15 | | 2,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Zarządzanie | Management | E | 30 | 0 | 3,0 | 30 | | 3,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Marketing i badania marketingowe | Marketing and Marketing Research | E | 15 | 15 | 3,0 | 15 | 15 | 3,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| przedmioty z zakresu treści kierunkowych | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 225 | 225 | 47,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Podstawy bankowości i rynków finansowych | Basics of banking and financial markets | E | 30 | 0 | 3,0 | 30 | 0 | 3,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Finanse przedsiębiorstw | Corporate finance | E | 30 | 30 | 7,0 | | | | | | | | | 30 | 30 | 7,0 | | | | | | | | | | | | | | | | | | | | | | | |
| Start w biznesie i biznes plan | Business start-up and business plan | Z | 15 | 15 | 3,0 | | | | | | | | | | | | | | | 15 | 15 | 3,0 | | | | | | | | | | | | | | | | | |
| Technologie cyfrowe w gospodarce i finansach | Digital technologies in economy and finance | E | 30 | 0 | 3,0 | | | | | | 30 | 0 | 3,0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cyberbezpieczeństwo | Cybersecurity | Z | 15 | 15 | 3,0 | | | | | | 15 | 15 | 3,0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wizualizacja danych biznesowych | Business data visualisation | Z | 0 | 30 | 3,0 | | | | | | | | | | | | | | | 0 | 30 | 3,0 | | | | | | | | | | | | | | | | | |
| Systemy informatyczne zarządzania | Management Information Systems | E | 15 | 30 | 4,0 | | | | | | 15 | 30 | 4,0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Administracja cyfrowa | E-government | Z | 15 | 0 | 2,0 | 15 | 0 | 2,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Modele biznesowe gospodarki cyfrowej | Digital economy business models | E | 15 | 30 | 4,0 | | | | | | 15 | 30 | 4,0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Zarządzanie projektami | Project Management | E | 15 | 30 | 5,0 | | | | | | | | | 15 | 30 | 5,0 | | | | | | | | | | | | | | | | | | | | | | | |
| Podstawy logistyki i narzędzia e-logistyki | Introduction to Logistics and e-logistics tools | E | 15 | 15 | 3,0 | | | | | | 15 | 15 | 3,0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Transformacja cyfrowa gospodarki i ESG | Digital transformation of the economy and ESG | Z | 15 | 0 | 2,0 | | | | | | | | | | | | | | | 15 | 0 | 2,0 | | | | | | | | | | | | | | | | | |
| Etyka w biznesie i technologii | Ethics in Business and Technology | Z | 15 | 0 | 2,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Komunikacja w biznesie I | Communication in business I | Z | 0 | 30 | 3,0 | | | | | | | | | | | | | | | | | | 0 | 30 | 3,0 | | | | | | | | | | | | | | |
| Specjalność Data Science w biznesie | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 195 | 435 | 75,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wprowadzenie do języków skryptowych Python i R | Introduction to scripting languages - Python and R | Z | 0 | 30 | 3,0 | | | | | | | | | 0 | 30 | 3,0 | | | | | | | | | | | | | | | | | | | | | | | |
| Zarządzanie danymi i systemy baz danych w organizacji | Managing data and data systems in the organization | Z | 15 | 30 | 4,0 | | | | | | | | | | | | | | | | | 15 | 30 | 4,0 | | | | | | | | | | | | | | | |
| Oprogramowanie analizy biznesowych | Software for Business Analysis | Z | 0 | 30 | 3,0 | | | | | | | | | | | | | | | | | 0 | 30 | 3,0 | | | | | | | | | | | | | | | |
| Przetwarzanie Big Data | Big Data processing | E | 15 | 15 | 4,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wprowadzenie do Data Science i uczenia maszynowego | Introduction to Data Science and Machine Learning | E | 15 | 15 | 4,0 | | | | | | | | | 15 | 15 | 4,0 | | | | | | | | | | | | | | | | | | | | | | | |
| Analiza asocjacji | Association analysis | E | 15 | 15 | 3,0 | | | | | | | | | | | | | | | | | 15 | 15 | 3,0 | | | | | | | | | | | | | | | |
| Metody taksonomiczne w zastosowaniach ekonomicznych | Taxonomic methods in economic applications | E | 15 | 15 | 3,0 | | | | | | | | | | | | | | | | | 15 | 15 | 3,0 | | | | | | | | | | | | | | | |
| Analizy predykcyjna | Predictive analytics | E | 30 | 30 | 6,0 | | | | | | | | | | | | | | | | | 30 | 30 | 6,0 | | | | | | | | | | | | | | | |
| Analiza szeregów czasowych | Time series analysis | E | 15 | 15 | 4,0 | | | | | | | | | | | | | | | | | 15 | 15 | 4,0 | | | | | | | | | | | | | | | |
| Nieklasyczne metody prognozowania | Non-Classical Forecasting Methods | E | 15 | 30 | 5,0 | | | | | | | | | | | | | | | | | 15 | 30 | 5,0 | | | | | | | | | | | | | | | |
| Analiza danych tekstowych z serwisów społecznościowych | Text analytics of data from social media | Z | 0 | 15 | 2,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 | 15 | 2,0 | |
| Analiza sieci i systemy rekomendacyjne | Network analysis and recommender systems | E | 15 | 15 | 4,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 15 | 15 | 4,0 | |
| RPA i chatboty | RPA and chatbots | Z | 0 | 15 | 2,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 | 15 | 2,0 | |
| Decyzje oparte na danych | Data Driven Decisions | Z | 0 | 15 | 2,0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 | 15 | 2,0 | |

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|---|--|-----|------------|-------------|--------------|------------|------------|-------------|------------|------------|-------------|------------|------------|-------------|------------|------------|-------------|------------|------------|-------------|------------|------------|-------------|
| Zarządzanie i wdrażanie projektów Data Science | Management and implementation of Data Science projects | Z | 0 | 15 | 2,0 | | | | | | | | | | | | | | 0 | 15 | 2,0 | | |
| Wielokryterialne wspomaganie decyzji menedżerskich | Multi-criteria managerial decision aiding | Z | 0 | 30 | 4,0 | | | | | | | 0 | 30 | 4,0 | | | | | | | | | |
| Statystyczne metody badania opinii | Statistical methods of survey data | E | 15 | 15 | 3,0 | | | | | | | | | | | | | 15 | 15 | 3,0 | | | |
| Metody i modele analiz danych przestrzennych | Methods and models for spatial data analyses | E | 15 | 15 | 4,0 | | | | | | | | | | | | | | 15 | 15 | 4,0 | | |
| Ekonometria finansowa | Financial Econometrics | E | 15 | 15 | 3,0 | | | | | | | | | | | | | 15 | 15 | 3,0 | | | |
| Seminarium dyplomowe | Diploma seminar | Z/E | 0 | 60 | 10,0 | | | | | | | | | | | | | 0 | 30 | 5,0 | 0 | 30 | 5,0 |
| Razem | | | 750 | 1035 | 180,0 | 180 | 105 | 30,0 | 165 | 150 | 30,0 | 90 | 225 | 29,0 | 120 | 225 | 31,0 | 105 | 195 | 31,0 | 90 | 135 | 29,0 |
| Suma godzin w semestrze | | | | 1785 | | | 285 | | | 315 | | | 315 | | | 345 | | | 300 | | | 225 | |
| Specjalność Innowacje cyfrowe w biznesie i FinTech | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 270 | 360 | 75,0 | | | | | | | | | | | | | | | | | | |
| Transformacja cyfrowa przedsiębiorstw i plan transformacji | Digital transformation of enterprises and transformation pla | Z | 15 | 15 | 4,0 | | | | | | | | | | | | | 15 | 15 | 4,0 | | | |
| Przedsiębiorczość i rozwój startupów | Entrepreneurship and development of startups | E | 15 | 30 | 5,0 | | | | | | | | | | | | | | | | 15 | 30 | 5,0 |
| Projekty innowacyjne i pozyskiwanie środków na B+R | Innovative projects and fundraising for R&D | E | 30 | 30 | 6,0 | | | | | | | | | | | | | | | | 30 | 30 | 6,0 |
| Regulacje prawne w gospodarce cyfrowej | Legal regulations in the digital economy | E | 30 | 30 | 6,0 | | | | | | | 30 | 30 | 6,0 | | | | | | | | | |
| Customer Relationship Management & User Experience | Customer Relationship Management & User Experience | E | 15 | 30 | 6,0 | | | | | | | | | | | | | 15 | 30 | 6,0 | | | |
| Bankowość cyfrowa, system płatniczy i FinTech | Digital banking, payment systems, and FinTech | E | 30 | 30 | 6,0 | | | | | | | | | | 30 | 30 | 6,0 | | | | | | |
| Handel elektroniczny | E-commerce | E | 30 | 15 | 5,0 | | | | | | | | | | 30 | 15 | 5,0 | | | | | | |
| Przemysł 4.0 | Industry 4.0 | Z | 15 | 15 | 4,0 | | | | | | | | | | 15 | 15 | 4,0 | | | | | | |
| Finanse behawioralne | Behavioural finance | E | 15 | 15 | 3,0 | | | | | | | | | | 15 | 15 | 3,0 | | | | | | |
| Zdecentralizowane finanse i kryptoaktywa | Decentralized finance and crypto-assets | E | 15 | 30 | 6,0 | | | | | | | | | | | | | | | | 15 | 30 | 6,0 |
| Myślenie projektowe i kreatywne rozwiązywanie problemów biznesowych | Design thinking and creative business problem solving | E | 30 | 0 | 5,0 | | | | | | | | | | | | | 30 | 0 | 5,0 | | | |
| Finanse publiczne i system podatkowy | Public finance and tax system | E | 30 | 15 | 4,0 | | | | | | | 30 | 15 | 4,0 | | | | | | | | | |
| Komunikacja w biznesie II (w tym investor pitch) | Business communication II (including investor pitch) | Z | 0 | 30 | 3,0 | | | | | | | | | | | | | | | | | 30 | 3,0 |
| Rozwiązania antyfraudowe, AML oraz KYC w gospodarce cyfrowej | Anti-fraud, AML and KYC solutions in the digital economy and in digital assets | Z | 0 | 15 | 2,0 | | | | | | | | | | 0 | 15 | 2,0 | | | | | | |
| Seminarium dyplomowe | Diploma seminar | Z/E | 0 | 60 | 10,0 | | | | | | | | | | | | | 0 | 30 | 5,0 | 0 | 30 | 5,0 |
| Razem | | | 825 | 960 | 180,0 | 180 | 105 | 30,0 | 165 | 150 | 30,0 | 135 | 225 | 32,0 | 135 | 180 | 28,0 | 105 | 150 | 31,0 | 105 | 150 | 29,0 |
| Suma godzin w semestrze | | | | 1785 | | | 285 | | | 315 | | | 360 | | | 315 | | | 255 | | | 255 | |

* Filozofia, Podstawy etyki, Historia gospodarcza, Sztuka wystąpień publicznych, Writing-pisemne formy użytkowe dla studentów studiów ekonomicznych, Nowe media i demokracja