



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business information basics [S1FT2>PIB]

Course

Field of study

Technical Physics

Year/Semester

1/2

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

Number of credit points

1,00

Coordinators

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Lecturers

Prerequisites

Knowledge: The student has basic knowledge of the skills of obtaining business information and the role of marketing and management in the free market **Skills:** The student is able to: (1) obtain information from the literature on the subject, databases and other properly selected sources, also in English; is able to integrate the obtained information, interpret it, as well as draw conclusions and formulate and justify opinions; (2) interpret and describe the phenomena that affect the business activities of enterprises; (3) assess the credibility of potential business partners on the basis of independently collected information about the environment and industry, as well as reports and financial results **Social competences:** The student is aware of the role and importance of knowledge in the field of obtaining business information and its impact on socio-economic phenomena that imply modern market economies

Course objective

Acquiring basic skills of searching for business information that facilitate running a business through knowledge of professional IT tools, supporting bodies and public reports.

Course-related learning outcomes

Knowledge:

1. He knows in depth the methods and tools of the processes of obtaining information in the economic aspect
2. Has a basic knowledge of creating information and the implications of the world economy
3. Knows the methods of acquiring data on key information for the management of enterprises operating on the global market
4. Has knowledge of the processes related to the change in ownership structures of enterprises and the impact of these phenomena on the presentation of business information and the business credibility of enterprises

Skills:

1. Can obtain business information from the literature on the subject, databases and other properly selected sources, also in English or another language recognized as the language of international communication in the field of study; is able to integrate obtained information, interpret it, as well as draw conclusions and formulate and justify opinions
2. Can properly analyze the causes and course of processes and phenomena (social, cultural, political, legal, economic), formulate his own opinions on this subject and put forward simple research hypotheses and verify them
3. Has the ability to use the acquired knowledge in various scopes and forms, extended by a critical analysis of the effectiveness and usefulness of the applied knowledge

Social competences:

1. Is aware of the need to acquire knowledge from various national and global sources of business information; understanding the importance of acting in accordance with the rules of professional ethics and reliably obtaining the results of work and their interpretation, as well as reviewing and giving opinions on the work of others
2. Is aware of the importance of the issue concerning the appropriate selection of appropriate information sources; is able to define priorities in tasks; is aware of the importance of professional behavior
3. Understands the need of lifelong learning and compliance with the principles of professional ethics and respect for the diversity of views and cultures
4. Is aware of the interdisciplinarity of knowledge and interpretation possibilities of individual issues related to the perception of business information (opportunity and risk); is aware of the importance of information functioning in the environment, regardless of its aspect, and understands the importance of social responsibility in creating new information; is able to infer independently

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment:

On the basis of active participation in discussion and examination / term paper

Summative assessment

Passing a written exam in the form of a test

Programme content

Economic, technical, psychological, sociological aspects of information in business

Course topics

1. The essence and importance of information in the conditions of globalization
2. Legal forms of enterprises and their credibility and business transparency
3. Basics of communication and effective information gathering
4. Aspects of information in business: economic
5. Information aspects in business: technical

6. Information aspects in business: psychological
7. Information aspects in business: sociological
8. Information aspects in business: linguistic
9. Aspects of information in business: legal
10. Aspects of information in business: ethical
11. Economic intelligence and the increase in the competitiveness of enterprises
12. Sale and distribution of information and the universality of digitization
13. Knowledge and imperfect information and its economic effects
14. Economic information in management
15. Barriers to cooperation between commercial enterprises and research centers

Teaching methods

Lecture: multimedia presentation, presentation illustrated with examples given on the board, seminar lecture

Bibliography

Basic:

1. Forlicz, S. (2008). Informacja w biznesie. Warszawa: PWE
2. Korsak, W. (2015). Wizualizacja informacji w biznesie. Warszawa: Nova Res
3. Konstytucja Biznesu (2018) Ministerstwo Przedsiębiorczości i Technologii.
<https://www.biznes.gov.pl/pl/ulatywienia-dla-biznesu/konstytucja-biznesu>
4. Gajd, W. (2015). Informacja w biznesie - aspekt naukowy. Przegląd Organizacji 1 2015 art. 06. Pp.35-41. Era informacji i wiedzy.
<file:///C:/Users/Joanna/Downloads/Przegl%C4%85d%20Organizacji%201%202015%20art%2006%20Informacja%20w%20biznesie%20aspekty%20naukowe.pdf>
5. Małecka, J. (2018). Knowledge Management in SMEs - In Search of a Paradigm. Proceedings of the 19th European Conference of Knowledge Management. Published by Academic Conferences and Publishing International Limited Reading, UK. E-Book: ISBN: 978-1-911218-95-1. E-BOOKISSN: 2048-8971. Book version ISBN: 978-1-911218-94-4 Book Version ISSN: 2048-8963. p.485-493. - pdf.

Additional:

1. Forlicz, S. (2008). Informacja w biznesie. Warszawa: Muzeum Historii Polski
http://bazhum.muzhp.pl/media/files/Lingwistyka_Stosowana_Applied_Linguistics_Angewandte_Linguistik/Lingwistyka_Stosowana_Applied_Linguistics_Angewandte_Linguistik-r2010-t-n3/Lingwistyka_Stosowana_Applied_Linguistics_Angewandte_Linguistik-r2010-t-n3-s313-321/Lingwistyka_Stosowana_Applied_Linguistics_Angewandte_Linguistik-r2010-t-n3-s313-321.pdf
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<http://doi.org/10.3846/cbme.2017.072> WOS: 000400572200001
3. Małecka, J. (2016). Revenues, Expenses, Profitability and Investments of Potential Contenders for the Status of a Listed Company in Poland. Oeconomia Copernicana, 6 (4), pp.91-122,
<http://dx.doi.org/10.12775/OeC.2015.031> WOS:000216511300006
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<http://zie.pg.edu.pl/documents/10693/38995566/Social%20innovative%20and%20financial%20dimensions.pdf>
5. Przybyłowicz, P. (2008) Wstęp do teorii informacji i kodowania. Warszawa:
http://www.cmmsigma.eu/download/mat_info/wstep_do_teorii_informacji.pdf data dostępu: 15.07.2010.
6. [MNiSW] (2006) Bariery współpracy przedsiębiorców i ośrodków naukowych : raport / Ministerstwo Nauki i Szkolnictwa Wyższego. Departament Wdrożeń i Innowacji. Warszawa
7. Burdecka, W. (2004).Instytucje otoczenia biznesu : badania własne Warszawa: PARP:
8. Nawrocki, W. (2003) W poszukiwaniu istoty informacji. (w:) Jadacki J. (red) Analiza pojęcia informacji. Warszawa

Breakdown of average student's workload

	Hours	ECTS
Total workload	25	1,00
Classes requiring direct contact with the teacher	15	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	10	0,50