Seminar offer 2022/2023 Bachelor Studies Business Informatics			
Supervisor	**Seminar topics**	**Full-time studies**	**Part-time studies**
dr Łysik Łukasz	1. Customer profile. 2. Customer journey. 3. Mobile marketing. 4. Social media. 5. Cryptocurency. 6. Metaverse, NFT, DAO and its application in contemporary marketing	5	0
dr Niesler Andrzej	1. Business Process Management (BPM), Modeling, Engineering, and Automation. 2. Enterprise Architecture, Systems'. Integration, and Software Engineering. 3. Artificial Intelligence and Adaptive, Context-Aware Information Systems. 4. Information Security and Personal Privacy. Digital Currency, Blockchain, FinTech Solutions. 5. Web Design Systems, User Interface, User Experience. 6. Smart Solutions for Teaching and Learning. Learning Analytics for Education.	3	0
dr hab. inż. Owoc Mieczysław	1. Intelligent technologies in business. 2. Advanced databases supporting public institutions. 3. Hybrid solutions addressed for nontrivial users. 4. Development trends of modern technologies. 5. Methods and tools useful in Business Intelligence	5	0
prof. dr hab. Perechuda Kazimierz	1. Management Information Systems: design, implementation (ERP, CRM, Business Intelligence). 2. E-commerce: e-merchandising, e-shop (www, models and scope of activity), delivering, sales logistics, payments, service, clients problems solution. 3. E-marketing; e-promotion, e-advertisment, e-Public Relations ,online marketing research, e-mail marketing, mobile marketing, copywriting, www services, personal branding, video marketing, virtual reality, augumented reality. 4. User Experience. 5. Social media: content marketing, storytelling, blog, videoblog. 6. E-Business Models: benchmarking, comparative analysis, design, implementation, development (Internet of Things, cloud computing, Big Data, company digitalization). 7. IT Project Management: Agile, SCRUM, SAP. 8. E-business: e-learning, e-education, mobile applications, e-coaching, e-monitoring. 9. Application of IT systems, tools and technologies in: e-banking, e-insurance, e-logistics, e-tourist services, e- sport, e-recreation, e-health services,	10	0

	e-administration and other business sectors. 10. E-management: teleworking, e-HRM, e-logistics, virtual organization, agile firm, Industry 4.0, Business Process Modelling.		
dr inż. Pondel Maciej	1. Supporting business processes in modern enterprises: Workflow tools, document flows. 2. Cloud computing - available services, economic efficiency of systems built in a cloud. 3. Database performance analysis. 4. Implementation aspects of data warehouse and Business Intelligence systems. 5. Predictive analysis, building predictive models in Big Data systems. 6. Customer segmentation with machine learning techniques.	3	0
dr Rot Artur	1. Cybersecurity. 2. IT security risk management. 3. Blockchain technology. 4. Cloud computing - services, virtualisation, technologies, models, applications. 5. Internet of things - technologies and applications. 6. Major technologies of Industry 4.0. 7. Artificial intelligence, machine learning, deep learning. 8. Computer networking.	10	0