

**Seminar offer  
2024/2025  
FIRST CYCLE  
Business Informatics**

Promotor	Tematyka seminarium	Studia stacjonarne /oferta/	Studia niestacjonarne /oferta/
dr Artur Rot	<ol style="list-style-type: none"> <li>1. Cybersecurity.</li> <li>2. IT security risk management.</li> <li>3. Blockchain technology, cryptocurrencies</li> <li>4. Cloud computing - services, virtualisation, technologies, models, applications.</li> <li>5. Internet of things - technologies and applications, risks...</li> <li>6. Major technologies of Industry 4.0.</li> <li>7. Artificial intelligence, machine learning, deep learning, neural networks, multi-agent systems</li> <li>8. Business decision support systems, Business Intelligence...</li> <li>9. Computer networking.</li> <li>10. IT project management</li> </ol>	Tak	-
dr Łukasz Łysik	<ol style="list-style-type: none"> <li>1. Mobile marketing.</li> <li>2. Social media marketing</li> <li>3. Blockchain, cryptocurrency.</li> <li>4. Metaverse, NFT and its application in contemporary marketing</li> <li>5. Digital marketing</li> <li>6. Customer Journey</li> <li>7. VR, AR in contemporary business</li> <li>8. E-commerce</li> </ol>	Tak	-
dr inż. Maciej Pondel	<ol style="list-style-type: none"> <li>1. Implementation aspects of data warehouse and Business Intelligence systems.</li> <li>2. Predictive analysis, building predictive models in Big Data systems.</li> <li>3. Customer segmentation with machine learning techniques.</li> <li>4. Application of Generative AI in business.</li> </ol>	Tak	-
dr Tomasz Dyczkowski	<ol style="list-style-type: none"> <li>1. Valuation and assessment of benefits and costs of using IT management information systems in enterprises (including SMEs) and public institutions</li> <li>2. Methodologies of financial and non-financial assessment of IT projects in enterprises and public institutions.</li> </ol>	Tak	-