Seminar offer 2023/2024 FIRST CYCLE Business Informatics			
Promotor	**Tematyka seminarium**	**Studia stacjonarne /oferta/**	**Studia niestacjonarne /oferta/**
dr Andrzej Niesler	1. Business Process Management (BPM), Process-Aware Information Systems (PAIS); process simulation and automation. 2. Management information systems; software engineering. 3. Artificial Intelligence (AI) and adaptive, context-aware information systems; human-computer interaction. 4. Information security and privacy; data anonimization; personal freedom and privacy. 5. Digital transformation and social impact; digital currency; blockchain and FinTech solutions. 6. Web design systems and technologies; user interface; user experience (UX); digital products and services. 7. Smart solutions for teaching and learning; learning analytics for education; intelligent tutoring systems.	Tak	-
dr Artur Rot	1. Cybersecurity. 2. IT security risk management. 3. Blockchain technology, cryptocurrencies 4. Cloud computing - services, virtualisation, technologies, models, applications. 5. Internet of things - technologies and applications, risks... 6. Major technologies of Industry 4.0. 7. Artificial intelligence, machine learning, deep learning, multi-agent systems 8. Business decision support systems, Business Intelligence... 9. Computer networking. 10. IT project management	Tak	-
dr Łukasz Łysik	1. Customer profile. 2. Customer journey. 3. Mobile marketing. 4. Social media. 5. Cryptocurency. 6. Metaverse, NFT and its application in contemporary marketing 7. Digital marketing 8. Social media marketing	Tak	-

dr inż. Maciej Pondel	1. Cloud computing - available services, economic efficiency of systems built in a cloud. 2. Database performance analysis. 3. Implementation aspects of data warehouse and Business Intelligence systems. 4. Predictive analysis, building predictive models in Big Data systems. 5. Customer segmentation with machine learning techniques.	Tak	-
dr hab. Marta Nowak	1. IT systems in accounting, managerial accounting and finance. 2. Business budgeting in IT companies. 3. Marketing costing, auditing, measurement and budgeting in e-commerce companies. 4. Human resource costs and performance measurement in IT companies. 5. Motivation, stress and occupational burnout among IT professionals. 6. Image, perception and self-perception of IT professionals. 7. Costing and budgeting of IT enterprises and projects. 8. Balanced Scorecard in IT companies. 9. Research and development costing and measurement in IT companies. 10. Financial analysis in IT companies.	Tak	-
dr hab. inż. Mieczysław Owoc	1. Intelligent technologies in business. 2. Advanced databases supporting public institutions. 3. Hybrid solutions addressed for nontrivial users. 4. Methods and tools useful in Business Intelligence. 5. Nature-inspired algorithms in business.	Tak	-