

**Subject card**

<b>Subject name and code</b>	Business Data Analysis in Socially Responsible Enterprise, PG_00121871						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	postgraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	4	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Urszula Mrzygłód				
	<b>Teachers</b>		dr Urszula Mrzygłód dr Joanna Adamska				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	0.0	18.0	0.0	0.0	18
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	18		0.0		0.0	18
<b>Subject objectives</b>	In modern businesses, the ability to analyse, interpret and understand data is a highly sought-after skill. The aim of the course is to equip students with the necessary data analysis skills to enable them to solve analytical problems independently in companies, particularly those preparing to introduce CSR reporting.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W07] has an in-depth knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	The student has an in-depth knowledge of selected areas required by external institutions in the field of CSR that affect the operation of the company	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSGMU2_U11] independently formulates and tests hypotheses related to simple research problems, appropriately selects and applies methods and tools, including statistical tools and data acquisition techniques in order to verify hypotheses and diagnose economic processes, and on this basis to take appropriate economic decisions	The student appropriately selects methods and tools of analysis for selected types of data in the company, tests simple hypotheses also in the area of CSR	[SU5] implementation of a problem task
	[MSGMU2_U10] can accurately select and use sources of information on international economic relations, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way, using advanced information and communication techniques	Students will be able to correctly select company data sources and analyse and interpret them.	[SU5] implementation of a problem task
	[MSGMU2_K08] prepares responsibly for his/her work; is able to set priorities and to plan work appropriately considering changing social needs	The student prepares responsibly for the assigned tasks, skilfully determines priorities and has planning skills for the prepared data analysis project.	[SK8] observation of student's independent or team work
	[MSGMU2_K02] is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international economic relations	The student is ready to critically evaluate the level of their knowledge and skills in data analysis.	[SK8] observation of student's independent or team work
	[MSGMU2_W13] knows and understands methods and tools for describing economic phenomena, including data acquisition techniques, which make it possible to describe and analyse economic entities functioning on the international market as well as processes and phenomena occurring in them and between them, and also those supporting decision-making processes	Students will understand and distinguish between data analysis and visualisation tools and data extraction methods	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	<p>1. Areas of data application in enterprise - introduction to the subject. 2. use of statistical description tools in enterprise data analysis.3. basic techniques of data visualisation.4 The use of statistical inference tools in enterprise data analysis.5. selected advanced quantitative methods in enterprise data analysis. 6. analysis of ESG data from listed companies - use of LSEG Lab.7. CSR reports - structure, comparison using examples. Preparing a company for CSR reporting - stages of the process, data life cycle.</p>		
Prerequisites and co-requisites	Basic knowledge of spreadsheet.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Realization of the problem task - project	51.0%	60.0%
	In class active participation	51.0%	20.0%
	Homeworks	51.0%	20.0%
Recommended reading	Basic literature	Rabiej M., <i>Analizy statystyczne z programami Statistica i Excel</i> , Helion, Gliwice 2018.	

	Supplementary literature	1. Cypriński J., Borawska A., Komorowski T.M., <i>Excel dla menadżera, Casebook</i> , PWN, Warszawa 2016. 2. Zientara, P., Adamska - Mieruszewska, J., Bał, M., <i>Hotel employees views on fairness, well - being and collective representation in times of the coronavirus crisis: evidence from Poland</i> , "Industrial Relations Journal", 2021, no 52(5), 458-475. 3. Mrzygłód, U., Nowak, S., <i>Market reactions to dividends announcements and payouts. Empirical evidence from the Warsaw Stock Exchange</i> , "Contemporary Economics", 2017, no 11(2), 187-205.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	For the ESG data collected for selected companies belonging to the same sector, evaluate the changes in the level of ESG assessment and identify the most important factors determining these changes.	
Work placement	Not applicable	

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