

Subject card

Subject name and code	Business Analytics, PG_00119593						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	6	ECTS credits			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Andrzej Letkiewicz				
	Teachers		dr hab. Andrzej Letkiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The aim of the course is to familiarize the student with the problems of business analytics and applied business intelligence systems						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	is able to use his/her theoretical knowledge and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[EKONL3_W08] has advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	has knowledge of the processes of change of elements, enterprises and whole structures of economic organisations as well as the processes of change of public institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	has an advanced knowledge of various types of business entities and organisations and public institutions	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
[EKONL3_W06] knows in depth of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	have an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing subjects	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion	
Subject contents	1 Introduction to modern business analytics systems 2. data-oriented analytics 3. documentation-oriented analytics 4. communication-oriented analytics 5 MRP II systems 6. SCM systems 7. CRM systems 8. ERP systems 9. BI systems		
Prerequisites and co-requisites	The student should know the principles of financial accounting, understand the business approach, as well as corporate finance		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Credit is given on the basis of attendance and activity in class, as well as the results of tests and colloquia. The grading scale in accordance with the Academic Regulations.	51.0%	100.0%

Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. J. Surma, <i>Business Intelligence. Systemy wspomaganie decyzji biznesowych</i>. Wydawnictwo Naukowe PWN, Warszawa 2021. 2. J. Żeliński, <i>Analiza biznesowa. Praktyczne modelowanie organizacji</i>. Helion, Warszawa 2016. 3. A. Letkiewicz, M. Suchanek, <i>Modelling the relations between the primary resources and the financial result: Trans Polonia Group case study</i>. in <i>Transport development challenges in the 21st century: proceedings of the 2019 TranSopot Conference</i>, red. Suchanek M., Springer Proceedings in Business and Economics, Cham, Springer, 2021
	Supplementary literature	<ol style="list-style-type: none"> 1. J. Surma, <i>Systemy wspomaganie decyzji biznesowych w kreowaniu wartości firmy</i>. "Zeszyty Naukowe. Prace Instytutu Ekonomiki i Organizacji Przedsiębiorstw" Uniwersytet Szczeciński, nr 48, t. 2/2006, 2. M. Wawer, & P. Murjas, <i>Analitka biznesowa w zarządzaniu finansami w przedsiębiorstwie</i>. "Research Papers of the Wrocław University of Economics/Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu", nr 429/2016. 3. S. Negash & P. Gray, <i>Business intelligence. In Handbook on decision support systems 2</i>. Springer, Berlin, Heidelberg 2008 4. M. Anandarajan, <i>Business intelligence techniques</i>. Springer-Verlag Berlin Heidelberg GmbH. 2004
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Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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