

**Subject card**

<b>Subject name and code</b>	Business Forecasting, PG_00129952						
<b>Field of study</b>	International Business						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish English 100%		
<b>Semester of study</b>	3	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Department of Logistics -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Leszek Reszka				
	<b>Teachers</b>		dr Leszek Reszka				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	15.0	0.0	0.0	0.0	15
	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>	15		10.0		25.0	50
<b>Subject objectives</b>	<p>The aim of the subject is to acquaint students with forecasting methods used in an enterprise and to acquire practical skills in their application.</p> <p>In addition, the aim of the subject is to acquaint students with the possibilities of using the Statistica program for business forecasting.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_U02] can interpret statistical data and economic indicators, and select and use quantitative and qualitative methods and tools developed by economic sciences, including advanced information and communication techniques	a student is able to select and apply quantitative and qualitative methods and tools developed by the economic sciences, including advanced IT tools.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[IBMU2_K03] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	a student is ready to think and act in an entrepreneurial way; adapts to new situations acquires resilience to failure.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[IBMU2_W02] knows and understands methods and tools for describing economic phenomena, including data acquisition techniques, which make it possible to describe and analyse business entities functioning on the international market as well as processes and phenomena occurring in them and between them	a student knows and understands the methods and tools for describing economic processes and systems, enabling the construction of a forecasting model.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[IBMU2_U08] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	a student is able to cooperate and work in a team, taking a leading role in it.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[IBMU2_K02] is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international business	a student is ready to critically evaluate the level of acquired knowledge, skills and professional competence in business forecasting.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[IBMU2_W10] knows and understands the key issues and theoretical aspects of managing a business entity on the international market and selected detailed issues of the international business	a student knows and understands the importance of forecasting in the management of a business entity.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	a student is able to accurately select and use sources of information, evaluate, critically analyze and creatively interpret them, and is able to present them.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[IBMU2_K05] is ready independently identify, diagnose and resolve dilemmas and alternative solutions related to international business	a student is ready to independently identify, diagnose and solve dilemmas and alternatives related to business forecasting.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK8] observation of student's independent or team work

Subject contents	<p>1) Introduction to the Statistica package</p> <p>documents in Statistica, worksheet elements, variable specification window, program modules, importing data from another application, data validation, creating subsets, creating own worksheet</p> <p>2) The essence of forecasting</p> <p>definitions of forecast and forecasting, functions and classifications of forecasts, parameters of the evaluation of forecasting quality, costs of forecasting</p> <p>3) Forecasting methods</p> <p>time series models (trend estimation, adaptive models), cause-effect econometric model, brain storming, Delphi method, surveys, scenario building, forecasts by analogy</p>														
Prerequisites and co-requisites	Knowledge of the nature of the econometric model and the skills to apply it in selected areas														
Assessment methods and criteria	<table border="1" data-bbox="448 692 1487 853"> <thead> <tr> <th data-bbox="448 692 794 725">Subject passing criteria</th> <th data-bbox="794 692 1141 725">Passing threshold</th> <th data-bbox="1141 692 1487 725">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 725 794 781">Active participation in classes (possibility of additional points)</td> <td data-bbox="794 725 1141 781">0.0%</td> <td data-bbox="1141 725 1487 781">0.0%</td> </tr> <tr> <td data-bbox="448 781 794 815">group project</td> <td data-bbox="794 781 1141 815">51.0%</td> <td data-bbox="1141 781 1487 815">30.0%</td> </tr> <tr> <td data-bbox="448 815 794 853">choice test</td> <td data-bbox="794 815 1141 853">51.0%</td> <td data-bbox="1141 815 1487 853">70.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Active participation in classes (possibility of additional points)	0.0%	0.0%	group project	51.0%	30.0%	choice test	51.0%	70.0%
Subject passing criteria	Passing threshold	Percentage of the final grade													
Active participation in classes (possibility of additional points)	0.0%	0.0%													
group project	51.0%	30.0%													
choice test	51.0%	70.0%													
Recommended reading	<table border="1" data-bbox="448 860 1487 1249"> <tbody> <tr> <td data-bbox="448 860 794 1010">Basic literature</td> <td colspan="2" data-bbox="794 860 1487 1010"> <ul style="list-style-type: none"> <li>• G. Elliott, A. Timmermann, <i>Economic Forecasting</i>, Princeton University Press, Princeton, Oxford 2016</li> <li>• J. W. Wisniewski: <i>Microeconomics in Business Management</i>, Wiley 2016</li> <li>• N. Vandeput, <i>Data Science for Supply Chain Forecasting</i>, De Gruyter, 2021</li> </ul> </td> </tr> <tr> <td data-bbox="448 1010 794 1211">Supplementary literature</td> <td colspan="2" data-bbox="794 1010 1487 1211"> <ul style="list-style-type: none"> <li>• M. K. Evans: <i>Practical Business Forecasting</i>, Blackwell Publishers, 2009</li> <li>• M. H. Spencer: <i>Business and Economic Forecasting, an Econometric Approach</i>, Hassell Street Press, 2021</li> <li>• L. Reszka: <i>Econometric Forecasting in Logistics Support System for Small Enterprise</i> [in:] N. Fabbes-Coste, M. Koulikoff-Souviron (red.): Ninth ELA Doctorate Workshop 2004. European Logistics Association 2004</li> </ul> </td> </tr> <tr> <td data-bbox="448 1211 794 1249">eResources addresses</td> <td colspan="2" data-bbox="794 1211 1487 1249">Adresy na platformie eNauczanie:</td> </tr> </tbody> </table>			Basic literature	<ul style="list-style-type: none"> <li>• G. Elliott, A. Timmermann, <i>Economic Forecasting</i>, Princeton University Press, Princeton, Oxford 2016</li> <li>• J. W. Wisniewski: <i>Microeconomics in Business Management</i>, Wiley 2016</li> <li>• N. Vandeput, <i>Data Science for Supply Chain Forecasting</i>, De Gruyter, 2021</li> </ul>		Supplementary literature	<ul style="list-style-type: none"> <li>• M. K. Evans: <i>Practical Business Forecasting</i>, Blackwell Publishers, 2009</li> <li>• M. H. Spencer: <i>Business and Economic Forecasting, an Econometric Approach</i>, Hassell Street Press, 2021</li> <li>• L. Reszka: <i>Econometric Forecasting in Logistics Support System for Small Enterprise</i> [in:] N. Fabbes-Coste, M. Koulikoff-Souviron (red.): Ninth ELA Doctorate Workshop 2004. European Logistics Association 2004</li> </ul>		eResources addresses	Adresy na platformie eNauczanie:				
Basic literature	<ul style="list-style-type: none"> <li>• G. Elliott, A. Timmermann, <i>Economic Forecasting</i>, Princeton University Press, Princeton, Oxford 2016</li> <li>• J. W. Wisniewski: <i>Microeconomics in Business Management</i>, Wiley 2016</li> <li>• N. Vandeput, <i>Data Science for Supply Chain Forecasting</i>, De Gruyter, 2021</li> </ul>														
Supplementary literature	<ul style="list-style-type: none"> <li>• M. K. Evans: <i>Practical Business Forecasting</i>, Blackwell Publishers, 2009</li> <li>• M. H. Spencer: <i>Business and Economic Forecasting, an Econometric Approach</i>, Hassell Street Press, 2021</li> <li>• L. Reszka: <i>Econometric Forecasting in Logistics Support System for Small Enterprise</i> [in:] N. Fabbes-Coste, M. Koulikoff-Souviron (red.): Ninth ELA Doctorate Workshop 2004. European Logistics Association 2004</li> </ul>														
eResources addresses	Adresy na platformie eNauczanie:														
Example issues/ example questions/ tasks being completed	-														
Work placement	Not applicable														

Document generated electronically. Does not require a seal or signature.