University of Gdańsk

Subject card

Subject name and code	Analysis of Business Cases, PG_00199242						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research 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		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Urszula Mrzygłód				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	15.0	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		20.0	50
Subject objectives	The goal of this course is to develop students' ability to analyze business cases and make decisions using economic, financial, and social data. As part of the course, students learn to collect, prepare, analyze, and visualize data using appropriate analytical methods, including statistical methods, and then interpret the results and formulate recommendations to support the decision-making process in businesses and financial institutions. In addition, the course develops students' ability to critically evaluate information, work in teams, and present the results of their analyses.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student is familiar with and able to make appropriate use of data and economic indicators, selected statistical and financial functions, and is able to use them to evaluate a problem and seek solutions and the best available choices.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is able to determine the importance of tasks and understands his/her responsibility for the actions taken, thinks in an entrepreneurial manner and is able to propose within a group a possible solution to a decision-making problem (project).	[SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[MSGL3_W09] has a knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	In solving the case studies, the student acquires knowledge about economic decisions made by individuals and companies.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[MSGL3_W10] has an advanced understanding of selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	The student is familiar with selected functions in Excel or a similar spreadsheet program and has an advanced understanding of selected statistical methods that allow for a more in-depth analysis of a given decision-making problem.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	The student deepens his/her communication and cooperation skills in a team within which he/ she solves decision-making problems.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to appropriately interpret and analyse practical economic processes using the acquired theoretical knowledge.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student is able to effectively and professionally present an assigned problem while respecting intellectual property rights.	[SU5] implementation of a problem task

<table>
<tr><td>Subject contents</td><td>CLASSES (15 hours)

1. Data analysis in business decision-making—selection of economic and financial data sources, use of descriptive and inferential statistical methods, selected advanced quantitative methods in corporate data analysis—analytical exercises
2. Data visualization—basic techniques and common errors—analytical tasks
3. Business Problem 1—corporate investment projects / a company's initial public offering (IPO)
Cash flow analysis and sensitivity analysis of the project / assessment of the benefits and risks associated with going public, and fundamental analysis of the company.
4. Business Problem 2: Loan refinancing and currency conversion / analysis of exchange rate volatility
Analysis of repayment schedules, changes in interest rates, and exchange rates using a spreadsheet / analysis of exchange rate volatility.
5. Business Problem 3: Acceptance and Awareness of Financial Innovations and Products
Data analysis: analysis of respondent data using selected statistical methods, along with interpretation of the results obtained.
PROJECT 15 hours
Business Case Study Using Economic and Financial Data
The goal of the project is to apply business case study methods and the analysis of economic, financial, or social data to solve a selected decision-making problem facing a company and to develop recommendations based on the results of the analyses conducted. The project is carried out in teams.
Assessment is based on the timely submission of project milestones, completeness of the submitted work, compliance with project requirements, reliability of data sources, accuracy of result interpretation, consistency of the decision-making process, and overall quality of the submitted materials.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Prerequisites: Basic knowledge of finance and banking, Excel and statistics. Ability to solve mathematical and statistical problems.

A final grade for the course may be awarded only after a student has received a passing grade in all components of the course as specified in the course syllabus (classes, and project). Passing each component is a prerequisite for passing the course.</td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Project</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>Solving case studies, including short presentations of solutions</td><td>51.0%</td><td>70.0%</td></tr>
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<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>Myślenie statystyczne. Jak analizować dane i wydobywać z nich wiedzę. (2025). Myślenie statystyczne. Jak analizować dane i wydobywać z nich wiedzę. Helion.

Case studies given in class by tutors.</td></tr>
<tr><td>Supplementary literature</td><td>Brigham E., Huston, J.F., Podstawy zarządzania finansami, PWE, Warszawa 2005.

Adamska-Mieruszewska J., Mrzygłód U., Wykorzystanie finansowania społecznościowego w Polsce w latach 2011-2014, Zeszyty Naukowe Uniwersytetu Szczecińskiego. Finanse, Rynki Finansowe, Ubezpieczenia, 2014, nr 67, s. 761-774.

Shneor R., Mrzygłód U., Adamska-Mieruszewska J., Fornalska-Skurczyńska (2021), The role of social trust in reward crowdfunding campaigns design and success, Electronic Markets: https://link.springer.com/article/10.1007/s12525-021-00456-5</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>Based on the data presented, please analyse the factors influencing the success of a crowdfunding campaign.</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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