University of Gdańsk

Subject card

Subject name and code	Data Storytelling - Technologies of Data Analysis and Presentation , PG_00199470						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Master'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	2		Language of instruction	Polish			
Semester of study	4		ECTS credits	3.0			
Learning profile	academic		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	30.0	0.0	45
	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	45		0.0		30.0	75
Subject objectives	familiarizing students with the theory of creating effective narratives based on data (data storytelling); discussion and use of tools used for data visualization; preparing students to create and present data embedded in a narrative that engages recipients.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGMU2_W13] has an in-depth knowledge of 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	The student knows the techniques of obtaining and presenting the data they enable analysis of the situation of economic entities operating on the market. If he has any doubts, he discusses them during consultations. Therefore, the student is preparing a course project.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGMU2_U14] has a thorough ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting data from various sources, their description and interpretation, and drawing conclusions on the basis of scientific literature; can prepare and lead a debate	The student has the ability to present statistical data in an attractive way visually while ensuring a narrative that engages the audience. Therefore, the student is preparing a course project.	[SU2] presentation/project/paper/ report
[MSGMU2_K04] 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	The student is ready to think and act in an entrepreneurial way using including creative thinking. Therefore, the student is preparing a course project.	[SK2] presentation/project/paper/ report
[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	The student is able to notice relationships, critically analyze and present visually statistical data relating to phenomena occurring in the economy using various tools. Therefore, the student is preparing a course project.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Subject contents

1. Data storytelling - what is it?

2. Analysis and interpretation of data - the importance of conclusions and recommendations.

3. Narrative in data presentation - how to create an engaging story?

4. Building a data-based presentation.

5. Data visualization tools, including: Power Point, Microsoft Excel, Power BI

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
activity	0.0%	10.0%
presentation (project)	51.0%	90.0%

Recommended reading	Basic literature	Cole Nussbaumer Knaflic, Storytelling danych. Poradnik wizualizacji danych dla profesjonalistów, Onepress, 2019. Starr Karla, Heath Chip, Liczby sie licza. Data storytelling, czyli jak opowiadac o danych, MT Biznes 2022. Sejal Vora, The Power of Data Storytelling, Sage Publications 2019. (pozycja dostepna w zasobach elektronicznychBiblioteki Uniwersytetu Gdanskiego - eBook Academic Collection (EBSCOhost)
	Supplementary literature	Literatura uzupełniajaca: Łukasz Żyła, Dziennikarstwo danych i data storytelling, Onepress 2022.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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