
Course title: BUSINESS DATA ANALYSIS

Nazwa odpowiednika w języku polskim: Analiza danych biznesowych

USOS code: PdW IV: 37S2O-ADB

ECTS credit allocation (and other scores): 2.5

Semester: spring

Level of study: ISCED-7 - second-cycle programmes (EQF-7)

Branch of science: Social sciences

Language: English

Number of hours per semester: 30 (15 hours – classes; 15 hours – lectures).

Course coordinator/ Department and e-mail: Aneta Beldycka-Bórawska PHD, Department of Theory of Economy,
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Type of classes: classes and lectures

Substantive content

CLASSES: The use of technical and economic analysis methods and tools in the analysis of production, sales, costs and financial results. The practical application of tools for analysing fixed and current assets. The application of selected statistical methods in the analysis of business data, including measures of central tendency and correlation coefficients. The application of selected methods for visualising business data. Interpreting the results obtained and drawing simple conclusions and making recommendations based on the analyses carried out using a spreadsheet. Compiling and presenting the results of the analysis in the form of tables and charts.

LECTURES: The role and significance of data analysis in economic processes. Technical, economic and financial analysis – essence, scope, selected methods and techniques. Stages of data analysis in economic analysis. Selected methods of strategic and operational analysis. Forms of presentation of technical and economic analysis. Key indicators used in assessing a company's performance. Interpreting the results of analyses and presenting conclusions using tables and charts in a spreadsheet. Using simple IT tools to support the analysis and presentation of business data.

Learning purpose: To impart knowledge and skills relating to business data analysis and the methods used to analyse such data.

On completion of the study programme the graduate will gain:

Knowledge: is familiar with and understands the elements of economic analysis and business data.

Skills: is able to select and analyse quantitative and qualitative data in order to evaluate business processes.

Social Competencies: is keen to develop their knowledge and skills in the field of business data analysis methods.

Basic literature:

1. Howard Steven Friedman, Akshay Swaminathan, "Winning with Data Science: A Handbook for Business Leaders", Columbia University Press, 2024;
2. Jinjer Simon, "Excel Data Analysis: Your Visual Blueprint for Analyzing Data, Charts, and PivotTables, 2nd Edition (Visual Blueprint)", Wiley Publishing, Inc., 2005.

Supplementary literature:

1. Katarzyna Łukiewska, "Diversification of competitive results of the food industry of the " old" and" new" EU countries", Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu; 2020.

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 32

Student's independent work: 31