

Module name	Business Models and Predictive Analysis
Studies cycle	full-time Bachelor
Semester	Summer
ECTS	3
ECTS points hour equivalents	<p>Contact hours (work with an academic teacher) - 30</p> <p>Total number of hours with an academic teacher - 30</p> <p>Number of ECTS points with an academic teacher - 2</p> <p>Non-contact hours (students' own work) - 10</p> <p>Total number of non-contact hours - 10</p> <p>Number of ECTS points for non-contact hours - 1</p> <p>Total number of ECTS points for the module - 3</p>
Website	www.umcs.pl/en/
Language of instruction	English
Short description	<p>This module is focusing on business process modelling and phenomenon connected with it. We will start our classes with a presentation about different approaches to business process modelling, i.e. Business Model Canvas and Lean Analytics. Next, we will find out how to improve our processes using the Pre-mortem analysis. Mainly, students will work on their projects and design their ideas. To facilitate it we will concentrate on Design thinking method which helps to create the broad range of solutions. At the end of our classes, we will focus on testing our models: data collecting and analysing it with statistical tools.</p>
Full description	<p>The lecture covers the following issues:</p> <ol style="list-style-type: none"> 1. Business process modelling 2. Business Model Canvas 3. Lean analytics 4. Pre-mortem analysis 5. Statistic basics 6. Predictive analysis 7. Design thinking
Reading list	<ol style="list-style-type: none"> 1. Brown, T., & Wyatt, J. (2010). Design thinking for social innovation. Development Outreach, 12(1), 29-43. 2. Croll, A., & Yoskovitz, B. (2013). Lean analytics: Use data to build a better startup faster. " O'Reilly Media, Inc." 3. Field, A., (2013). Discovering statistics using IBM SPSS statistics. Sage. 4. Hayes, A. F. (2013). Introduction to mediation, moderation, and conditional process analysis: A regression-based approach. Guilford Press. 5. Kahneman, D. (2011). Thinking, fast and slow. Macmillan. 6. Klein, G. (2007). Performing a project premortem. Harvard Business Review, 85(9), 18-19. 7. Osterwalder, A., & Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons. 8. Tetlock, P. E., & Gardner, D. (2016). Superforecasting: The art and science of prediction. Random House.

Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. Knowledge on the selected statistical methods and tools for collecting of economic and social data 2. Knowledge on mechanisms of various business models <p>SKILLS</p> <ol style="list-style-type: none"> 1. Practical application of behavioral mechanisms in economics, finance and business. 2. Designing and executing business process modelling <p>ATTITUDES</p> <ol style="list-style-type: none"> 1. Ready to active participation in groups, organizations and institutions that provide economic activities. 2. Ability to design innovative solutions for business
Assessment methods and criteria	<p>50% - Lecture participation and activity; 50% - Quality of designed business model and data analyses.</p>
Teaching methods	lecture, business process modelling, case study, discussion
Educational outcomes verification methods	<p>Assessment of activity during contact hours Assessment of designed business model. Assessment of conducted data analyses.</p>
Prerequisites	Basic knowledge of economics and finance. Skills in data analysis are NOT required.
Comments	
Type of classes	Lecture
Academic teacher	mgr Rafał Muda
Number of hours	30
Reading list	<ol style="list-style-type: none"> 1. Brown, T., & Wyatt, J. (2010). Design thinking for social innovation. Development Outreach, 12(1), 29-43. 2. Croll, A., & Yoskovitz, B. (2013). Lean analytics: Use data to build a better startup faster. " O'Reilly Media, Inc." 3. Field, A., (2013). Discovering statistics using IBM SPSS statistics. Sage. 4. Hayes, A. F. (2013). Introduction to mediation, moderation, and conditional process analysis: A regression-based approach. Guilford Press. 5. Kahneman, D. (2011). Thinking, fast and slow. Macmillan. 6. Klein, G. (2007). Performing a project premortem. Harvard Business Review, 85(9), 18-19. 7. Osterwalder, A., & Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons. 8. Tetlock, P. E., & Gardner, D. (2016). Superforecasting: The art and science of prediction. Random House.
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. K_W19: The origin and developments of BF. 2. K_W06: Knowledge on mechanisms of consumer, entrepreneur, investor decisions. <p>SKILLS</p> <ol style="list-style-type: none"> 1. K_U05: Practical application of behavioral mechanisms in economics, finance and business.

	<p>2. K_U06: Designing and executing experiments in BF</p> <p>ATTITUDES</p> <p>1. K_K03: Ready to active participation in groups, organizations and institutions that provide economic activities.</p> <p>2. K_K05: Ability to act as rational decision-maker.</p>
Assessment methods	50% - Lecture participation and activity; 50% - Quality of designed experiment and data analyses.
A list of topics	<p>1. Economic psychology</p> <p>2. Affect and emotions in decision making</p> <p>3. Genetics and finance</p> <p>4. Risk tolerance and risk perception.</p> <p>5. Statistical data analyses.</p> <p>6. Methodology.</p>
Teaching methods	lecture, business process modelling, case study, discussion
Type of classes	
Academic teacher	XXXXXXX
Number of hours	
Reading list	
Educational outcomes	<p>KNOWLEDGE</p> <p>SKILLS</p> <p>ATTITUDES</p>
Assessment methods	
A list of topics	
Teaching methods	
Type of classes	
Academic teacher	
Number of hours	
Reading list	
Educational	

outcomes	
Assessment methods	
A list of topics	
Teaching methods	