

**Direction Name:** *BUSINESS ANALYTICS*

**Profile:** *practical*

**Study level:** *Grade I study*

**Field:** *SOCIAL SCIENCES, scientific discipline: ECONOMICS AND FINANCE (58%), MANAGEMENT AND QUALITY (22%), INFORMATICS (20%)*

**Level of the Polish Qualifications Framework:** 6

Symbols of directional effects	DIRECTIONAL LEARNING EFFECTS	Reference to	
		universal characteristics first-degree PRK	characteristics of the second stage of the PRK - general
1	2	3	4
	KNOWLEDGE: THE GRADUATE KNOWS AND UNDERSTANDS	Description component code	Description component code
K_W01	specificity, the latest developments of economic analytics	P6U_W	P6S_WG
K_W02	economic intelligence terminology	P6U_W	P6S_WG
K_W03	main issues and directions for the development of economic analytics and related sciences	P6U_W	P6S_WG
K_W04	human characteristics as a managing body and mechanisms for its functioning in groups, organisations and institutions	P6U_W	P6S_WG
K_W05	types of social ties, dependencies and conditions distinguished in economic sciences and basic mechanisms affecting the behaviour of the consumer, employee, entrepreneur and organisation in their macro and micro environment	P6U_W	P6S_WG
K_W06	in advanced degrees the mathematical, statistical and econometric methods necessary for the analysis of economic and social phenomena on a micro- and macroeconomic scale	P6U_W	P6S_WG
K_W07	tools for the collection, processing, analysis and presentation of economic data and the possibility of their application in economic practice	P6U_W	P6S_WG
K_W08	basic principles for the management of organisations and mechanisms for the functioning of economic operators and methods and tools for assessing the effectiveness and effectiveness of their operation	P6U_W	P6S_WG
K_W09	legal and ethical standards and organisational rules setting out the proper and efficient functioning of social and	P6U_W	P6S_WG

	economic structures, on a macro-and microeconomic scale		
K_W10	fundamental dilemmas of the modern economy and the whole civilization at enterprise, industry, national economy, European and global levels	P6U_W	P6S_WK
K_W11	different conditions that create the context of professional economic intelligence	P6U_W	P6S_WK
K_W12	basic concepts and principles in the field of the protection of industrial property, copyright and self-writing of work	P6U_W	P6S_WK
K_W13	methodology for constructing written works, including thesis and the rules for the creation of different types of oral statements using IT methods of obtaining, processing and exchanging information	P6U_W	P6S_WK
K_W14	principles of the creation and development of different forms of entrepreneurial	P6U_W	P6S_WK
	<b>SKILLS: THE GRADUATE CAN</b>	<b>Description component code</b>	<b>Description component code</b>
K_U01	use of acquired knowledge to analyse and correctly interpret economic and social phenomena and processes	P6U_U	P6S_UW
K_U02	use basic methods and techniques for data acquisition and collection, as well as tools for analysing, explaining and inference socio-economic phenomena and processes	P6U_U	P6S_UW
K_U03	use basic theoretical knowledge to formulate, analyse and solve complex and unusual economic problems, including economic forecasts, through the proper selection of sources, a critical assessment of the information obtained, the analysis and synthesis	P6U_U	P6S_UW
K_U04	perform tasks under typical, custom and not fully predictable conditions by identifying the level of risk and minimizing its impact and selecting the right methods, tools and technologies	P6U_U	P6S_UW
K_U05	communicate with the environment using specialised terminology	P6U_U	P6S_UW P6S_UK
K_U06	correctly use standards in planning, organising, motivating and controlling economic activities	P6U_U	P6S_UW P6S_UK
K_U07	take into account various circumstances (economic, legal, organisational, social and others) in the actions and analyse and assess them in the context of those circumstances	P6U_U	P6S_UK
K_U08	formulate and express their own views, discuss and participate in debates on key economic problems and dilemmas of the modern economy	P6U_U	P6S_UW P6S_UK
K_U09	prepare a presentation of the results of the analyses carried out using modern ICT technologies	P6U_U	P6S_UW
K_U10	prepare written work on the chosen economic problem, including the thesis that is a solution to a specific problem using economic analytics methods and tools	P6U_U	P6S_UW
K_U11	use a foreign language in accordance with the requirements set for level B2 of the European System for the Description of Language Education	P6U_U	P6S_UK

K_U12	use advanced ICT information and communication techniques for the acquisition, processing and transmission of information in the field of the discipline studied	P6U_U	P6S_UW
K_U13	plan, organise and implement individual and group activities	P6U_U	P6S_UO
K_U14	plan and implement own lifelong learning	P6U_U	P6S_UU
	<b>SOCIAL COMPETENCE: THE GRADUATE IS READY TO</b>	<b>Description component code</b>	<b>Description component code</b>
K_K01	critical assessment of own knowledge and prepare responsibly for work, replenish and improve acquired knowledge and skills, extended by interdisciplinary dimension, using a variety of sources, methods and techniques of self-study	P6U_K	P6S_KK
K_K02	address the dilemmas of practising by using appropriate advanced data analysis tools and, in the event of difficulties, is ready to consult experts	P6U_K	P6S_KK P6S_KR
K_K03	work in teams, organisations and institutions and be responsible for the performance of various social and organisational roles	P6U_K	P6S_KK P6S_KO
K_K04	active participation in the preparation of socio-economic projects, including those for the social environment and the public interest	P6U_K	P6S_KK P6S_KO P6S_KR
K_K05	think and act in an entrepreneurial way	P6U_K	P6S_KO
K_K06	behave professionally and comply with the principle of professional ethics of a business analyst and require it from others	P6U_K	P6U_KR