Appendix no. 2

to Senate Resolution No. XXIV-30.6 / 19

**Name of the course:** BUSINESS ANALYTICS

***Profile –*** *practical [[1]](#footnote-1)* ***Level of study :*** *first-degree[[2]](#footnote-2)* ***Field:*** *Social Sciences,* ***Scientific Discipline****: Economics and Finance 58%, Management and Quality Sciences 22%, Computer Science 20%[[3]](#footnote-3)* ***Level of the Polish Qualifications Framework –*** *level 6[[4]](#footnote-4)*

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| --- | --- | --- | --- |
| Symbols of learning outcomes | Learning outcomes | Reference to the universal characteristics of the PRK  **P[[5]](#footnote-5)** | **Reference to the second-degree characteristics of the PRK for the appropriate level[[6]](#footnote-6)** |
| 1 | 2 | 3 | 4 |
|  | KNOWLEDGE: A GRADUATE KNOWS AND UNDERSTANDS | Description of the component code | Description of the component code |
| K\_W01 | subject-specificity and the latest achievements of Business Analytics | P6U\_W | P6S\_WG |
| K\_W02 | Business Analytics terminology | P6U\_W | P6S\_WG |
| K\_W03 | main issues and trends in Business Analytics and related sciences | P6U\_W | P6S\_WG |
| K\_W04 | characteristics of human beings as an economic entity and the mechanisms of their functioning in groups, organizations and institutions | P6U\_W | P6S\_WG |
| K\_W05 | types of social ties, dependencies and conditions found in Management and quality sciences as well as basic mechanisms affecting the behaviour of the consumer, employee, entrepreneur and organization in their macro and micro environment | P6U\_W | P6S\_WG |
| K\_W06 | in-depth – mathematical, statistical and econometric methods necessary for the analysis of economic and social phenomena at a micro- and macroeconomic level | P6U\_W | P6S\_WG |
| K\_W07 | tools for collecting, processing, analysing and presenting economic data and their applicability in economic practice | P6U\_W | P6S\_WG |
| K\_W08 | basic principles of management of organizations and mechanisms of business entities functioning as well as methods and tools for assessing the effectiveness and efficiency of their operation | P6U\_W | P6S\_WG |
| K\_W09 | legal and ethical standards and organizational rules defining the proper and effective functioning of social and economic structures, at a macro- and microeconomic level | P6U\_W | P6S\_WG |
| K\_W10 | basic dilemmas of the modern economy and the civilization as a whole at the company, industry, national, European and global level | P6U\_W | P6S\_WK |
| K\_W11 | various conditions constituting the context of professional activity in the field of Business Analytics | P6U\_W | P6S\_WK |
| K\_W12 | basic concepts and principles in the field of industrial property protection, copyright and independent writing | P6U\_W | P6S\_WK |
| K\_W13 | the methodology of constructing written works, including diploma theses and the principles of creating various types of oral statements using IT methods of obtaining, processing and exchanging information | P6U\_W | P6S\_WK |
| K\_W14 | principles of creating and developing various forms of entrepreneurship | P6U\_W | P6S\_WK |
|  | SKILLS: A GRADUATE CAN | Description of the component code | Description of the component code |
| K\_U01 | use the acquired knowledge to analyse and correctly interpret economic and social phenomena and processes | P6U\_U | P6S\_UW |
| K\_U02 | apply basic methods and techniques for obtaining and collecting data, as well as tools for their analysis, explanation and inference on 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 proper selection of sources, critical assessment of the information obtained, its analysis and synthesis | P6U\_U | P6S\_UW |
| K\_U04 | perform tasks in typical, non-standard and not fully predictable conditions, identifying the level of risk and minimizing its impact, and choosing the right methods, tools and technologies | P6U\_U | P6S\_UW |
| K\_U05 | communicate with the public using specialized terminology | P6U\_U | P6S\_UW, P6S\_UK |
| K\_U06 | correctly use standards and norms in the processes of planning, organizing, motivating and controlling business activity | P6U\_U | P6S\_UW, P6S\_UK |
| K\_U07 | take into account in the undertaken activities their various conditions (economic, legal, organizational, social, etc.) and analyse and evaluate their activities in the context of these conditions | P6U\_U | P6S\_UK |
| K\_U08 | formulate and express own views, engage in discussion 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 on the results of the conducted analyses using modern ICT technologies | P6U\_U | P6S\_UW |
| K\_U10 | prepare a written paper on a selected economic problem, including a diploma thesis that is a solution to a specific problem using methods and tools in the field of business analysis | P6U\_U | P6S\_UW |
| K\_U11 | use a foreign language in the business application, in accordance with the requirements specified for level B2 of the Common European Framework of Reference for Languages | P6U\_U | P6S\_UK |
| K\_U12 | use advanced ICT techniques for acquiring, processing and transmitting information in the field of the studied discipline | P6U\_U | P6S\_UW |
| K\_U13 | plan, organize and undertake individual and group activities | P6U\_U | P6S\_UO |
| K\_U14 | plan and execute their own lifelong learning | P6U\_U | P6S\_UU |
|  | SOCIAL COMPETENCES: A GRADUATE IS READY TO | Description of the component code | Description of the component code |
| K\_K01 | critically assess their own knowledge and responsibly prepare for their work by constantly advancing knowledge and improving acquired skills, using a variety of sources, methods and techniques of self-education | P6U\_K | P6S\_KK |
| K\_K02 | resolve dilemmas related to the occupation followed, using advanced analytical tools, and in case of difficulties – to consult experts | P6U\_K | P6S\_KK, P6S\_KR |
| K\_K03 | work in teams, organizations and institutions and responsibly perform various social and organizational roles | P6U\_K | P6S\_KK, P6S\_KO |
| K\_K04 | actively participate in the preparation of socio-economic projects, including those undertaken for the benefit of the social environment and the public interest | P6U\_K | P6S\_KK, P6S\_KO, P6S\_KR |
| K\_K05 | think and act in an entrepreneurial manner | P6U\_K | P6S\_KO |
| K\_K06 | behave in a professional manner and adhere to the professional ethics of a business analyst and require this of others | P6U\_K | P6U\_KR |

1. Enter appropriate: academic or practical [↑](#footnote-ref-1)
2. Enter the appropriate: first-degree, second-degree or uniform Master's degree. [↑](#footnote-ref-2)
3. Enter in accordance with the Regulation of the Minister of Science and Higher Education of 20 September 2018 *on the fields of science and scientific disciplines and artistic disciplines*. The programme should be assigned to at least one discipline. If a programme of study is assigned to more than one discipline, the leading discipline shall be indicated, in which more than half of the learning outcomes will be obtained (calculated according to ECTS points). The percentage share of individual fields and disciplines should be indicated. [↑](#footnote-ref-3)
4. Enter appropriate: first-degree studies – level 6, second-degree studies or uniform Master's studies – level 7. [↑](#footnote-ref-4)
5. Please refer to the appropriate level of PRK 6-8 in accordance with the annex to the Act of 22 December 2015 on the *Integrated Qualifications System* [↑](#footnote-ref-5)
6. Reference to the characteristics of the second degree of learning outcomes is for qualifications at levels 6-8 of the Polish Qualifications Framework typical for qualifications obtained under the higher education system and science after obtaining a full qualification at level 4 – in accordance with the Regulation of the Minister of Science and Higher Education of November 14, 2018 *on the characteristics of the second level of learning outcomes for qualifications at levels 6-8 of the Polish Qualifications Framework.* In the case of engineering studies, they should also take into account the possibility of obtaining all engineering competences referred to in part III of the Regulation. Learning effects for art study programmes should also include references to part II of the Regulation. [↑](#footnote-ref-6)