Plan studiów obowiązujący od roku akademickiego 2024/2025

Załącznik nr 1 do Uchwały Senatu Nr XXV-30.6/23 z dnia 20 grudnia 2023 PROREKTOR

KIERUNEK: Specjalność studiów: Poziom studiów: Profil studiów: Forma studiów:

**Business Analytics and Data Science** 

brak specjalności Studia I stopnia Ogólnoakademicki Stacjonarne

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Zatwierdzono na posiedzeniu Senatu w dniu:

20 grudnia 2023 r

Symbole: WY-wyddad, CA-ewiczenia LB-laboratorium, KW-konwensatorium, SM-seminarium
E - egzamin
ZO - zaliczenia z odenie
A - blok modulow (zradamiatów) odewiszluścych wszystkich studentów damego kierunka i spessilhodać
B - blok modulow (zradamiatów) odewiszluścych wszystkich studentów damego kierunka i spessilhodać
B - blok modulow (zradamiatów) oybiratinnech fisikultáwnych m in - specjalnodaćowych lub specializacy/nych (minimum 30% ogólne) liczby punktów ECTS)
BN - sadarnia naukowe
- - oferta przedmiodów zostanie przedszawóna przed początkiem semestru
- - wyddad zdalny, oferta przedmiotów zostanie przedszawóna przed początkiem semestru

## BUSINESS ANALYTICS AND DATA SCIENCE - 1ST DEGREE

## 1st semester

OBLIG	GATORY SUBJECTS								
Modules	ECTS credits	Type of classes	No. of hours						
Introduction to economics	6	LE+EXE	30+15						
Indroduction to managment	5	LE+EXE	30+15						
IT toolbox	3	EXE	30						
Calculus	5	LE+EXE	15+30						
Business Statistics	5	LE+EXE	15+30						
Accounting	5	LE+EXE	15+30						
ELECTIVE SUBJECTS									
Module of general university subjects	1	LE	15						
Physical education	0	EXE	30						

# University-wide training courses:

- Health and safety at work
- Library training
- Ethics and disciplinary responsibility of students
- Anti-discrimination workshop
- Life-copers

## 2nd semester

OBLIG	GATORY SUBJECTS						
Modules	ECTS credits	Type of classes	No. of hours				
IT toolbox	2	EXE	30				
Calculus	5	LE+EXE	15+30				
Business Statistics	5	LE+EXE	15+30				
Introduction to commerce law	5	LE	30				
Introduction to finance	6	LE+EXE	15+30				
Advanced spreadheets	3	EXE	30				
Programming for analytics	2	EXE	30				
ELECTIVE SUBJECTS							
Physical education	0	EXE	30				
Forein language	2	EXE	30				

## 3rd semester

OBLIGATORY SUBJECTS									
Modules	ECTS credits	Type of classes	No. of hours						
Advanced spreadheets	3	EXE	30						
Human resources management	4	LE+EXE	15+30						
Soft skills and communication training	2	EXE	30						
Financial analysis and controlling	4	LE+EXE	15+30						

Econometrics	4	LE+EXE	15+30
Databases & sql	2	EXE	30
Marketing	4	LE+EXE	15+30
Programming for analytics	2	EXE	30
EL	ECTIVE SUBJECTS		
Foreign language	2	EXE	30
Business analytics and data science module	3	LE	30

## 4ft semester

OBLIGATORY SUBJECTS									
Modules	ECTS credits	Type of classes	No. of hours						
Advanced programming for analytics	2	EXE	30						
Econometrics	3	EXE	30						
Databases & sql	2	EXE	30						
Data visualization and storytelling	3	EXE	30						
EL	ECTIVE SUBJECTS								
Foreign language	2	EXE	30						
Seminar	2	SM	20						
Internship <sup>1</sup>	4	INT	120						
GENERAL BUSII	NESS MODULE A (2	OUT OF 3)							
Financial risk and its modeling	6	LE+EXE	30+30						
Data analysis in e-commerce	6	LE+EXE	30+30						
Leadership competences and team management	6	LE+EXE	30+30						

# 5ft semester

OBLIGATORY SUBJECTS									
Modules	ECTS credits	Type of classes	No. of hours						
Advanced programming for analytics	2	EXE	30						
Project management	2	LE+EXE	15+30						
Geographical information systems	2	EXE	30						
Data mining	3	LE+EXE	15+30						
Data collection methods	2	EXE	30						
EL	ECTIVE SUBJECTS								
Humanities Module	3	EXE	30						
Foreign language	2	EXE	30						
Seminar	2	SM	20						
GENERAL BUSII	NESS MODULE B (2	OUT OF 3)							
Advanced financial analysis	6	LE+EXE	30+30						
Customer relationship management and	6	LE+EXE	30+30						
data analysis									
Business strategy and competitive analysis	6	LE+EXE	30+30						

## 6th semester

OBLI	<b>GATORY SUBJECTS</b>		
Modules	ECTS credits	Type of classes	No. of hours
Business simulation	4	EXE	30
Analytical project	5	EXE	30
EL	ECTIVE SUBJECTS		
Seminar	4	SM	20
Humanities module	2	LE	15
GENERAL BUSII	NESS MODULE C (2	OUT OF 3)	
Investments and asset valuation	6	LE+EXE	30+30
Social media analytics	6	LE+EXE	30+30
Change management in organizations	6	LE+EXE	30+30

**LE** - lecture

**EXE** - exercise classes

**SM** - seminar

**INT** - internship

<sup>&</sup>lt;sup>1</sup> The university does not provide organization of internship in companies.