Prowadzący	Dr hab. **Mariusz Kicia**, prof. UMCS
ERASMUS+ (semestr zima) 2025/2026	TAK
Oferta PJOE (semestr lato) 2025/2026	NIE
Kierunek, rok, stopień dla PJOE	Tylko studenci Erasmus+

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BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

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Module name	Business Analytics for Financial Decisions
Language of instruction	English
Prerequisites	Completed course in microeconomics, macroeconomics, accounting, understanding financial statements. Basic knowledge of financial mathematics and Excel will be an advantage.
ECTS points hour equivalents (30h = 6 ECTS; 15h = 3 ECTS)	Contact hours (work with an academic teacher): 30 Total number of hours with an academic teacher: 40 Number of ECTS points with an academic teacher: 3 Non-contact hours (students' own work): 40 Total number of non-contact hours: 40 Number of ECTS points for non-contact hours: 3 Total number of ECTS points for the module: 6
Educational outcomes verification methods	Case study solving Project presentations Discussion and other in-class activity
Description	This course introduces the key concepts and applied analytical techniques helpful in understanding the financial management decision-making process in an organization. Students will learn: • how a business model is linked to financial performance, • how to understand a business model from financial reports, • how to measure and evaluate the short- and long-term performance of a business, • how operational performance, capital expenditures and budgeting decisions affect the value of a business.
Reading list	1. R. Patterson & M. Kicia (2006). Capital Where It Is Wanted. A Practitioner's Guide to Financial Management. UMCS Press (selected chapters) 2. A. Osterwalder & Y. Pigneur (2009). Business Model Generation. Self-published, www.businessmodelgeneration.com 3. Any available book on corporate finance 4. Publicly available financial statements & reports 5. Selected research papers & reports 6. Selected websites: International Institute of Business Analyst (IIBA®), Eemrging Markets Information Service (EMIS), Statista, Investopedia, Trading Economics, other
Educational outcomes	(KNOWLEDGE) A graduate knows and understands: 1. K_W07: tools for collecting, processing, analyzing and presenting financial data and possibilities of their application in business practice 2. K_W08: basic principles of management and mechanisms of business entities as well as methods and tools for evaluation of their financial effectiveness and efficiency (SKILLS) A graduate is able to: 1. K_U01: use the acquired knowledge to analyze and correctly interpret financial phenomena and processes in entities and organizations 2. K_U03: use in-depth theoretical knowledge to formulate, analyze and solve complex and untypical financial problems, including financial forecasts, through the proper selection of sources, critical assessment of acquired information, their analysis and synthesis (ATTITUDES) A graduate is prepared to: 1. K_K03: work in teams, organizations and institutions and to fulfil various social and organizational roles responsibly 2. K_K04: take an active part in the preparation of socio-economic projects, including those undertaken for the benefit of the social environment and the public interest
Practice	n/a

Educational outcomes verification methods	Final grade: 70% assessment of case studies, project presentations & task assignments, 30% assessment of in-class activity Grading scheme: below 50%: 2.0 (F) , 50-60%: 3.0, 60-70%: 3.5, 70-80%: 4.0, 80-90%: 4.5, over 90%: 5.0 (A)
Comments	About the lecturer: https://www.umcs.pl/pl/addres-book-employee,1154,en.html
Reading list	1. R. Patterson & M. Kicia (2006). Capital Where It Is Wanted. A Practitioner's Guide to Financial Management. UMCS Press (selected chapters) 2. Osterwalder & Y. Pigneur (2009). Business Model Generation. Self-published, www.businessmodelgeneration.com 3. Any available book on corporate finance 4. Financial statements & reports 5. Selection of research papers & reports 6. International Institute of Business Analyst (IIBA®) (website) Investopedia.com (website), Trading Economics (website)
Educational outcomes	(KNOWLEDGE) A graduate knows and understands: 1. K_W07: tools for collecting, processing, analyzing and presenting financial data and possibilities of their application in business practice 2. K_W08: basic principles of management and mechanisms of business entities as well as methods and tools for evaluation of their financial effectiveness and efficiency (SKILLS) A graduate is able to: 1. K_U01: use the acquired knowledge to analyze and correctly interpret financial phenomena and processes in entities and organizations 2. K_U03: use in-depth theoretical knowledge to formulate, analyse and solve complex and untypical financial problems, including financial forecasts, through the proper selection of sources, critical assessment of acquired information, their analysis and synthesis (ATTITUDES) A graduate is prepared to: 1. K_K03: work in teams, organizations and institutions and to fulfil various social and organizational roles responsibly 2. K_K04: take an active part in the preparation of socio-economic projects, including those undertaken for the benefit of the social environment and the public interest
A list of topics	1. Introduction to business analysis 2. Review of financial mathematics 3. Business Model Canvas 4. Linking business model and financial performance 5. Key Performance Indicators. Industry benchmarks. Cross-country comparison 6. Investment and capital budgeting decisions in a business life-cycle 7. Financial markets, financial instruments and financing decisions 8. Long-time performance, profitability and risk (NPV, IRR, YTM, APR) 9. Business valuation
Teaching methods	Interactive lecture with discussions, case studies, project development and active participation of students
Assessment methods	Final grade: 70% assessment of case studies, project presentations & task assignments, 30% assessment of in-class activity Grading scheme: below 50%: 2.0 (F) , 50-60%: 3.0, 60-70%: 3.5, 70-80%: 4.0, 80-90%: 4.5, over 90%: 5.0 (A)