Prowadzący	Marouen Mosbah
ERASMUS+ (semestr zima) 2025/2026	TAK
Oferta PJOE (semestr lato) 2025/2026	TAK
Kierunek, rok, stopień dla PJOE (*obowiązkowe)	

* PJOE – przedmiot w języku obcym dla studentów polskich oraz dla studentów Erasmus+

** zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

Module name	Data Analytics in Business
Language of instruction	English
Prerequisites	None
ECTS points hour equivalents **(30h = 6 ECTS; 15h = 3 ECTS)**	Contact hours 30 Total number of hours with an academic teacher: 30 Number of ECTS points with an academic teacher: 6 Total number of ECTS points for the module: 6
Educational outcomes verification methods	-Class exercises -Exam
Description	This course provides a comprehensive introduction to business analytics, focusing on the transformation of data into actionable intelligence to enhance organizational success. Students will engage with real-world case studies, acquire essential analytical techniques, and learn to identify key performance metrics. The course emphasizes developing strategies for implementing analytics within organizations and effectively communicating insights to inform decision-making.
Reading list	1. Data Science for Marketing Analytics - Tommy Blanchar, Debasish Behera, Pranshi Bhatnagar 2. Data Analytics: An Essential Beginner's Guide to Data Mining, Data Collection, Big Data Analytics for Business, and Business Intelligence Concepts - Herbert Jones 3. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques - Mike Grigsby 4. Big Data: A Revolution That Will Transform How We Live, Work, and Think - Kenneth Cukier and Viktor Mayer-Schönberger 5. Learning Google Analytics: Creating Business Impact and Driving Insights - Mark Edmondson 6. Ai-Powered Business Intelligence: Improving Forecasts and Decision Making with Machine Learning - Zwingmann Tobias 7. Data-Driven: Creating a Data Culture - Hilary Mason and DJ Patil 8. Data Science for Business Leaders: Understand Data, Drive Value, Influence Strategy - Nir Kaldero
Educational outcomes	Knowledge • Understand the core principles of marketing data analytics and the importance of data-driven decision-making in business. • Gain insights into key business metrics and performance indicators essential for evaluating business effectiveness. • Identify critical areas within business operations where data analytics can provide measurable benefits, such as sales analytics, business process management, and ROI analysis. Skills • Analyze and evaluate business data to identify opportunities for optimization and innovation.

	• Utilize modern analytics tools and software to address real-world business challenges, including data visualization and analysis. Attitudes • Develop a proactive mindset towards innovation and technological advancements in business analytics. Commit to continuous improvement in business processes through the application of data analytics and advanced technologies.
Practice	n/a

INFORMATION ABOUT CLASSES IN THE CYCLE

Educational outcomes verification methods	-Class exercises -Exam
Comments	
Reading list	9. Data Science for Marketing Analytics - Tommy Blanchar, Debasish Behera, Pranshi Bhatnagar 10. Data driven marketing. O logicznym podejściu do podejmowania decyzji - Andrzejczyk Adrian 11. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques - Mike Grigsby 12. Big Data: A Revolution That Will Transform How We Live, Work, and Think - Kenneth Cukier and Viktor Mayer-Schönberger 13. Learning Google Analytics: Creating Business Impact and Driving Insights - Mark Edmondson 14. Ai-Powered Business Intelligence: Improving Forecasts and Decision Making with Machine Learning - Zwingmann Tobias
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A list of topics	1. Introduction to Data-Analytics

	2. Applying Data Science to Business and Industry 3. Data Driven Decision Making 4. Data Analytics in business sectors 5. Data collection and automation 6. KPIs for Data Analytics 7. Business Intelligence and Data Visualization 8. E-commerce and Data Analytics 9. CRM (Customer Relationship Management) and Data Analytics
Teaching methods	1. Interactive lectures 2. Case studies 3. Class discussions 4. Role playing
Assessment methods	1. Participation in class discussions 2. Case study analysis 3. Quizzes and tests