

BUSINESS DATA ANALYSIS - course description

General information	
Course name	BUSINESS DATA ANALYSIS
Course ID	04.0-WZ-P-BDA-S18
Faculty	Faculty of Economics and Management
Field of study	WEiZ - oferta ERASMUS
Education profile	-
Level of studies	Erasmus programme
Beginning semester	winter term 2023/2024

Course information	
Semester	2
ECTS credits to win	5
Course type	obligatory
Teaching language	english
Author of syllabus	<ul style="list-style-type: none">dr hab. inż. Marcin Relich, prof. UZ

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Laboratory	30	2	-	-	Credit with grade

Aim of the course

Student is familiar with some methods and tools for data analysis.

Prerequisites

None.

Scope

Some issues concerning data collection, data cleaning, data visualization, regression analysis, and business intelligence. The impact of data quality on the obtained results. Data analysis methods for multidimensional enterprise databases related to, for example, a customer relationship management system or enterprise resource planning system. Presentation of dedicated software for data analysis in business areas such as sales, purchasing, materials management, etc. Multidimensional data analysis with the use of tools based on OLAP technology.

Teaching methods

Software presentation in the computer lab, project method.

Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
Student presents the use of data analysis methods in different business areas.		<ul style="list-style-type: none">a project	<ul style="list-style-type: none">Laboratory
Student uses enterprise databases to an economic analysis.		<ul style="list-style-type: none">an ongoing monitoring during classes	<ul style="list-style-type: none">Laboratory
Student is familiar with dedicated software to data analysis.		<ul style="list-style-type: none">an observation and evaluation of the student's practical skills	<ul style="list-style-type: none">Laboratory
Student is familiar with the different problems concerning data quality in the context of data acquired from enterprise databases.		<ul style="list-style-type: none">a project	<ul style="list-style-type: none">Laboratory

Assignment conditions

Credit of **laboratory** refers to the solution of 5 analyses in different business areas with the use of dedicated software for data analysis, including the selection of useful data, suitable data analysis methods, and interpretation of results. Student can get maximal 1 point for each analysis. Moreover, student should prepare written work with the presentation of data analysis methods that are suitable for a given data set, data acquisition related to the selected business processes, and data quality in the context of enterprise databases. Student can get maximal 5 points for the above-mentioned written work. Consequently, student can obtain maximal 10 points related to solved exercises and written work. The criteria for a grade: 0-5.0 points „2.0”, 5.1-6.0 points „3.0”, 6.1-7.0 points „3.5”, 7.1-8.0 points „4.0”, 8.1-9.0 points „4.5”, 9.1-10.0 points „5.0”.

Recommended reading

- Grbich, C., *Qualitative data analysis: An introduction*. Sage, 2012.
- Hanke J.E., Wichern D.W., *Business Forecasting* (9th Ed). Prentice Hall, 2008.

3. Hardy M.A., Bryman A., *Handbook of Data Analysis*. Sage, 2004.

4. Reichmann T., *Controlling: concepts of management control, controllership, and ratios*. Springer, 2012.

Further reading

1. Carlberg C., *Predictive Analytics*. Que Publishing, 2012.

2. Dyche, Jill. *The CRM handbook: A business guide to customer relationship management*. Addison-Wesley Professional, 2002.

Notes

Lecturer: m.relich@wez.uz.zgora.pl

Modified by dr Paweł Szudra (last modification: 30-05-2023 10:57)

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