

**DESCRIPTION OF THE COURSE OF STUDY
FOR EXCHANGE STUDENTS**

Kod przedmiotu	0413.3ZARZ2.D1.SBI	
Name of the course in	English	<i>Business Intelligence Systems in Management</i> Systemy business intelligence w zarządzaniu
	Polish	

1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of studies	Management
1.2. Form of studies	Full Time / Part Time
1.3. Level of studies	II degree (Master Degree)
1.4. Profile of studies	Academic
1.5. Person responsible for the card	Marcin Szplit, PhD
1.6. Kontakt	marcin.szplit@ujk.edu.pl

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language	English, Polish
2.2. Prerequisites	Processes Management

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

3.1. Form of classes	Lecture	
3.2. Place of classes	Lecture at University	
3.3. Form of assessment	graded credit	
3.4. Didactic methods	Lecture: method of giving: conventional (informative) lecture with the use of multimedia techniques	
3.5. Literature	Basic	1. Surma J., Business Intelligence, PWN, Warszawa 2021.
	Additional	1. Radziszewski P., Business Intelligence. Moda, zbawienie czy problem dla firm? Warszawa, Poltext, 2016..

4. OBJECTIVES, SYLLABUS CONTENT

<p>4.1. Subject objectives</p> <p>Lecture: C1. Knowledge - Getting to know the theory on the functioning of modern Business Intelligence systems and the use of various forms of business analytics C2. Skills - Mastering the methodology of designing and implementing BI systems and the selection of data access tools.. C3. Social competences - Understanding the social aspect of the functioning of Business Intelligence systems.</p>
<p>4.2. Detailed syllabus</p> <p>Lecture: 1. Introduction to Business Intelligence. 2. Review of BI applications in selected business areas. 3. Data warehouses. 4. Basics of business analytics. 5. Data model. 6. Information management. 7. Business analytics. 8. Overview of selected BI applications in the field of data mining. 9. Analytics around the customer. 10. Business Intelligence and enterprise value management. 11. Outline of the implementation methodology. 12. Levels of business process support. 13. Automation. 14. The problem of estimating the return on investment of BI implementations. 15. Change management and the role of human capital..</p>

4.3. Subjects' learning outcomes

LO	A student who has passed a subject	Reference to directional learning outcomes
In terms of KNOWLEDGE :		
W01	The student knows the basic generations of information systems supporting the work of enterprises, can characterize the basic groups of information systems. He knows the technical and organizational rules for their implementation.	ZARZ2A_W08
W02	The student is able to explain the importance and role of individual groups of information systems on the functioning of enterprises.	ZARZ2A_W12
in terms of SKILLS :		
U01	The student is able to analyze the usefulness of a given IT system for a specific enterprise.	ZARZ2A_U03
U02	The student is able to indicate the use of a given IT system for the collection and analysis of data from a selected area of the company's operation	ZARZ2A_U04 ZARZ2A_U05
In terms of SOCIAL COMPETENCES :		
K01	Acquires the ability to communicate and work in a group necessary to propose the implementation of an IT system from a selected group in the company	ZARZ2A_K01

Ways of verifying the achievement of the learning outcomes in question																		
Learning outcome	Way of verifying (+/-)																	
	Test			Project			Test			Presentation			Activity during classes			Team work		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	e-learning	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01	+																	
W02	+																	
U01	+																	
U02	+																	
K01														+				

4.5. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Grade	Assessment criteria
Lecture	3	obtained a total of 50-60% of the maximum number of points possible to obtain (test and active participation in classes).
	3,5	obtained a total of 61-70% of the maximum number of points possible to obtain (test and active participation in classes).
	4	obtained a total of 71-80% of the maximum number of points possible to obtain (test and active participation in classes).
	4,5	obtained a total of 81-90% of the maximum number of points possible to obtain (test and active participation in classes).
	5	obtained a total of 91-100% of the maximum number of points possible to obtain (test and active participation in classes).

4. ECTS POINTS BALANCE - STUDENT WORKLOAD

Category	Student workload	
	Full time studies*	Part time studies*
NUMBER OF HOURS IMPLEMENTED WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	32	12
Participation in lectures	30	10
Participation in the test	2	2
STUDENT'S INDEPENDENT WORK /NON-CONTACT HOURS/	18	38
Preparation to the lecture	8	13
Preparation to the test	10	25
TOTAL HOURS	50	50
ECTS Credits	2	2