COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish / in English Business Intelligence	**2.** Course code: Number of ECTS credits: 2 Course completion mode: credit Course commenced / Year 2019/2020

3. Major:
E-Commerce

4. Department of major coordinator: Dept. of Market and Consumption

5. Name of course instructor: Lecture Prof. dr hab. inż. Celina M. Olszak   Classes…
Lab classes …
   Examiner Prof. dr hab. inż. Celina M. Olszak

6. Department of course instructor:
Dept. of Business Informatics

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	4	
classes		
foreign language classes		
lab classes		
seminars		
e-learning	11	
other		
Total hours	15	
examination (hours)		

8. Course timeframe - no. of semesters: 1

   Course commencement Year 1

   Course commencement / Semester 1

9. Level of tertiary education II	**10.** Course status X Compulsory for the major… ☐ Compulsory for the specialization … ☐ Elective …

11. Course prerequisites
   Compulsory:
   Recommended:

12. Course objectives:
The main objective of this subject is to provide the knowledge concerning data analysis and a discovery of new knowledge based on Information Technology (IT). The students learn how to use BI systems and in which areas they can be applied. The students know different business

analyses, e.g.: loyalty analysis, segmentation, and clustering. They are also provided with various methods and techniques of data analyses like: data mining, web mining, opinion mining.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Lecture with the use of multimedia techniques	Presenting the basics of the course and presenting e-learning classes and forms of getting credit	4	0
2.	E-learning	The use of e-learning techniques to present the main assumptions of BI concept and the use of BI in organizations	11	0
Total			AS:15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Individual work	Exploring the case studies of BI use	15	0
2.	Solving of case studies	Analysis of Internet , on-line seminars and conferences	10	0
3.	Individual work based on computer	E-learning techniques in knowing of BI concept and the use of BI in organizations	10	0
4.	Study of the subject literature	The analysis of papers and manuscripts concerning BI	10	0
Total			BS:45	BN:

Total AS+BS = 50   Total AN+BN = …….
Examination (E) = 0   Examination (E) =…….
Total AS+BS+E= 50   Total AN+BN+E = …….

14. Key words: Business Intelligence systems, data analysis, data acquiring, data presentation, knowledge discovery

15. Course content:
      1.The goal of data analysis systems
      2. Business Intelligence concept
      3. Types of Business Intelligence systems
      4. Architecture and main functions of Business Intelligence systemes
      5. The areas of Business Intelligence systems use
      6. The examples of business analysis
      7. Business Intelligence methods and techniques
      8. Big data in data analysis
      9. Determinants of the use of Business Intelligence systems in organizations

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
Knowledge			
ECe2_W02#	The student knows and understands in-depth level the selected methods and techniques of business data analysis. He knows IT tools for collecting, analyzing, discovering new knowledge and presenting of data	Description of problem solving	Text documentation
Skills			
ECe_2U05#	The student knows how to communicate in a team and how to use the specific terminology	Description of problem solving	Text documentation
Social competences			
ECe2_K04#	The student understand of data analysis in solving business and social problems as well as in decision-making. He sets in an appropriate way priorities concerning data analysis process	Test with open questions	Text documentation

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Essay	Open questions	100%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:
1. Sharda R., Delen D., Turban E. (2017), Business Intelligence, Analytics, and Data Science: A Managerial Perspective (4th Edition), Pearson.

Suggested readings:
1. Olszak C.M. (2016), Toward better understanding and use of Business Intelligence in organizations. „Information Systems Management", Taylor & Francis, Vol. 33, No. 2, pp. 105-123, http://dx.doi.org/10.1080/10580530.2016.1155946.
2. Olszak C.M., Mach-Król M. (2018), A Conceptual Framework for Assessing an Organization's Readiness to Adopt Big Data, *Sustainability*, Vol. 10(10), 3734, https://doi.org/10.3390/su10103734

19. Language of instruction: English

20. Course instructors' recommendations: