

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 Data analysis with QLIK

2. Course code:
Number of ECTS credits: 2
Course completion mode: credit
Course commenced / Year
20202021

3. Major: E-commerce

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

5. Name of course instructor: Lecture ... Classes Ph.D. Kamila Bartuś , Eng.
Lab classes ...
Examiner Ph.D. Kamila Bartuś , Eng.

6. Department of course instructor: Department of Business Informatics

7. Number of contact hours with students:

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

8. Course timeframe - no. of semesters: 1 semester

Course commencement / Year

Course commencement / Semester : 4

9. Level of tertiary education: II

10. Course status
 Compulsory for the major...
 Compulsory for the specialization ...
 Elective ...

11. Course prerequisites

Compulsory: Knowledge at the first level of higher education in the field of main analytical systems.

Recommended: Basic information about data analysis.

12. Course objectives:

1. Developing skills in the use of analytical systems in the electronic economy.
2. Presentation of specialist knowledge of the principles related to the design and use of data analysis using information systems.
3. Developing social competences related to the use of analytical information systems in the electronic economy.

13. Teaching and learning methods:**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Classes using multimedia techniques	Presenting the basics of the subject and presenting course content, e-learning classes, credits and course completion requirements	4	
2.	E-learning	Learning the rules related to data analysis using BI systems. Classes in the form e-learning.	6	
3.	E-learning	Analysis of data related to the support of selected business processes.	5	
...				
Total			AS: 15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Other	Developing knowledge, self-solving studies recommended case studies. Analysis of e-learning materials.	20	
2.	Individual work	Development of a project on the analysis of data using BI.	15	
3.				
...				
Total			BS: 35	BN:

Total AS+BS = 50

Examination (E) =

Total AS+BS+E=

Total AN+BN =

Examination (E) =

Total AN+BN+E =

14. Key words: Business Intelligence, Self Service, data, information, knowledge, business processes, analytical systems, data extraction, data validation, data aggregation, data visualization, dashboard, KPI,

15. Course content:

1. Characteristics of the main analytical systems used in business.
2. Obtaining data from typical sources used in business - preparing a data packet.
3. Creating and managing a data analysis project in QlikView.
4. Practical implementation of data import in QlikView.
5. Discussion of the principles of using selected QlikView components.
6. Overview of the basic functions including: count (), sum (), Distinct (), if (), Round ().
7. The use of associations in data analysis.
8. Use of selected components to present data analysis results.
9. Designing the dashboard as a form of data presentation for business.

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
<u>Knowledge</u>			
ECe2_W02	knows in depth the research methods and description tools, including mathematics and statistics, and IT tools for collecting, analyzing and presenting data on e-commerce and social media	Quiz. Assessment of use knowledge acquired in project development.	Quiz results. Electronic version project.
<u>Skills</u>			
ECe2_U01	has the ability to select appropriate methods and analysis tools and with their use is able to analyse phenomena in the framework of electronic economy and the relationships between them, draws conclusions and formulates justified and innovative recommendations, using critically selected concepts, methods and data	Quiz. Assessment of use knowledge acquired in project development.	Quiz results. Electronic version project.
<u>Social competences</u>			
ECe2_K03	understands the importance of knowledge in solving problems of cognitive and practical, properly hierarchizes priorities for implementing specific tasks independently and / or by third parties	Quiz. Assessment of use knowledge acquired in project development.	Quiz results. Electronic version project.

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.	Quiz	Quiz with the subject data analysis	50%
2.	Project	Development of an original project regarding information and knowledge management to support the selected process business	50%

* 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. Pover K.: Mastering QlikView Data Visualization Paperback, April 25, 2016.
2. Troyansky O., Gibson T., Leichtweis Ch., Bjork L., : QlikView Your Business: An Expert Guide to Business Discovery with QlikView and Qlik Sense.
3. Harmsen B., Garcia M.: QlikView 11 for Developers: Effective analytics techniques for modern Business Intelligence Paperback – November 23, 2012.

Suggested readings:

1. <http://qlikviewodkuchni.blogspot.com/2013/06/interpretacja-daty-w-qlikview.html>.

19. Language of instruction: English

20. Course instructors' recommendations: