



Subject card

Subject name and code	Business Analysis, PG_00049684						
Field of study	Management						
Date of commencement of studies	October 2021	Academic year of realisation of subject				2023/2024	
Education level	first-cycle studies	Subject group				Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	Full-time studies	Mode of delivery				at the university	
Year of study	3	Language of instruction				English	
Semester of study	5	ECTS credits				4.0	
Learning profile	general academic profile	Assessment form				exam	
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Marita McPhillips				
	Teachers		dr inż. Marita McPhillips				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study		SUM	
	Number of study hours	45	8.0	47.0		100	
Subject objectives	The subject presents ways in which organizations can define needs for change, find solutions and make better decisions. Additionally, it introduces concepts and methods to gain insight into strategic and management issues at various analytical levels and in various organizational contexts.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W08] has a basic knowledge of the methods and tools used to conduct research related to particular areas of business activity	The student has basic knowledge of concepts, approaches and techniques applicable in business analysis.			[SW1] Assessment of factual knowledge		
	[K6_U01] uses basic theoretical knowledge of economics and management and obtains data for interpretation and analysis of phenomena and processes in the organization	The student applies business analysis methods and tools			[SU4] Assessment of ability to use methods and tools		
	[K6_U04] describes financial problems in different areas of the organisation's functioning	The student evaluates requirements and solutions in the context of business analysis			[SU4] Assessment of ability to use methods and tools		
	[K6_W10] has a basic knowledge of the changes taking place in the organisation and its environment, taking into account global environmental problems and how they are taken into account in strategic management	The student has basic knowledge about the possibilities of using business analysis in assessing changes taking place in the organization and its environment			[SW3] Assessment of knowledge contained in written work and projects		
Subject contents	The role and importance of business analysis Concepts and methods in business analysis The complexity of business analysis in relation to organizational strategy Eliciting requirements from stakeholders, with emphasis on interviews Analysis of specific requirements Documentation requirements for different types of projects Verification and validation of requirements Elements of requirements management and communication Elements of solution verification and validation Enterprise analysis: selecting appropriate projects Best practices in business analysis						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exam	60.0%	40.0%
	Exercises (tasks, activity)	60.0%	60.0%
Recommended reading	Basic literature	Business Analysis, Debra Paul, James Cadle, and Donald Yeates (editors)	
	Supplementary literature	Business Analysts Handbook, Howard Podeswa	
	eResources addresses	Adresy na platformie eNauczanie: Business Analysis Winter 2023/24 - Moodle ID: 32519 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=32519	
Example issues/ example questions/ tasks being completed	Describe the basic concepts of business analysis, apply them to cases in various industries, and discuss their advantages and limitations. Discuss the company's change needs in the context of different markets and industries. Discuss the basic concepts of requirements gathering. Identify solution verification tools. Discuss the causes and effects of changes in the organization. Discuss the ethical implications of business analysis decisions.		
Work placement	Not applicable		