GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	BUSINESS INTELLIGENCE, PG_00058513
Field of study	Economic Analytics

Date of commencement of studies	October 2024	Academic year of realisation of subject	2026/2027
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	Polish
Semester of study	5	ECTS credits	3.0
Learning profile	general academic profile	Assessment form	assessment

Conducting unit	Department of Informatics in Management -> Faculty of Management and Economics

Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Anna Trzaskowska
	Teachers	

Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	15.0	0.0	0.0	30
	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	30	5.0	40.0	75

Subject objectives	Uses Business Intelligence technologies in decision-making processes

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_W02] demonstrates comprehensive preparation in the field of methods, techniques for formulating and solving problems	uses appropriate methods and techniques to solve decision problems in the company	[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects
	[K6_U07] uses information technologies to improve data analysis and decision-making processes	uses information technologies to improve decision-making processes	[SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task

Subject contents	Introduction to Business Intelligence. Elements of BI Company resources and data sources. Basic business data sets. Dimensions and measures. Reference frames and pointers. Reporting. Data visualization. Supporting management decisions with the use of information technology. Data mining. Gaining a competitive advantage through the use of business analytics methods. Excel Power Query and Power BI as a Business Intelligence tool.
Prerequisites and co-requisites	The basis of the computer science - knowledge of Excel at an intermediate level

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Practical exercises	60.0%	75.0%
	Written colloquium from lectures	60.0%	25.0%

Recommended reading	Basic literature	Radziszewski, P. (2016). Business Intelligence. Warszawa: Poltex. Surma, J. (2018). Business Intelligence. Warszawa: PWN. Surma, J. (2017). Cyfryzacja życia w erze Big Data. Warszawa: PWN.
	Supplementary literature	Own labolatory materials
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Introduction to Power BI. Data import. Work with data in Power Query. Creating relations. Reports. DAX functions.	
Work placement	Not applicable	