GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	BUSINESS INTELLIGENCE, PG_00068628						
Field of study	Economic Analytics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
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	Part-time studies (on-line)		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 -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor						
	Teachers						

Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	0.0	8.0	0.0	0.0	16
	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	16	5.0	54.0	75

Subject objectives	Uses Business Intelligence technologies in decision-making processes

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_U07] uses advanced information technologies to enhance data analysis and decision-making processes.	is able to apply information technologies to improve decision-making processes	[SU5] Assessment of ability to present the results of task [SU4] Assessment of ability to use methods and tools [SU2] Assessment of ability to analyse information
	[K6_W02] possesses advanced knowledge of methods and techniques that enable precise formulation and effective problem solving.	possesses advanced knowledge of methods and techniques for solving decision-making problems in a company	[SW3] Assessment of knowledge contained in written work and projects [SW2] Assessment of knowledge contained in presentation

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	

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