



Subject card

Subject name and code	BUSINESS ANALYSIS, PG_00071721						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2028/2029		
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			3.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Entrepreneurship and Institutional Environment -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Marita Mcphillips					
	Teachers						
Lesson types	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	3.0	27.0	75		
Subject objectives	preparing students to apply business analysis methods and tools in solving organizational problems based on knowledge of business analysis theory and practices, requirements elicitation methodologies, and solution verification techniques, while developing attitudes related to responsibility, professional ethics, and teamwork in the context of business transformation projects and organizational change management.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U05] designs innovative solutions for complex management processes by utilizing appropriate methods and techniques.	is able to conduct a business process analysis and, based on its findings, design an innovative solution that incorporates aspects of sustainable development, the circular economy, risk management, and ethical and regulatory constraints.			[SU1] Assessment of task fulfilment		
	[K6_W05] possesses advanced knowledge in integrating data from various sources and in the methods that enable a comprehensive analysis of contemporary management issues.	knows and understands business analysis methods and their applications in the context of preparing decisions regarding organizational changes.			[SW1] Assessment of factual knowledge		
	[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.	is ready to make competent and ethical decisions to create and maintain economic, social and environmental values, particularly through teamwork in analytical groups, critical discussion of alternative solutions, and reflection on the consequences of implemented changes			[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	Course content – lecture 1. Concepts and methods in business analysis 2. The complexity of business analysis in relation to the organization's strategy 3. Acquiring requirements from stakeholders, with an emphasis on interviews 4. Analysis of specific requirements 5. Documentation requirements for different types of projects 6. Requirements verification and validation 7. Elements of requirements management and communication 8. Elements of verification and validation of the solution 9. Enterprise analysis: selection of suitable projects 10. Best practices in business analysis		
	Course content – exercises 1. Problem definition and root cause analysis 2. Stakeholder identification and analysis 3. Business Analyst role and competency framework 4. Requirements engineering 5. Business process analysis and value delivery 6. Assumption surfacing and innovation framing 7. Sustainability and circular economy as business requirements 8. Issue management in projects 9. Ethical and regulatory considerations in solution design 10. Risk identification and mitigation planning 11. Defining success criteria and KPIs 12. Data, AI, and digital enablement in business solutions		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Problem-solving exercises	60.0%	60.0%
	Written exam (multiple answer closed questions and open question)	60.0%	40.0%
Recommended reading	Basic literature	Business Analysis Debra Paul, James Cadle, and Donald Yeates (editors) (second edition or later)	
	Supplementary literature	Business Analysts Handbook Howard Podeswa (2023 or later)	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. Describe the basic concepts of Business Analysis, apply them to cases across industries, and discuss their advantages and limitations 2. Discuss the company's needs for change across markets and industries 3. Discuss the basic concepts of requirements gathering 4. Identify tools to verify solutions 5. Discuss the causes and effects of introducing changes in the organization 6. Discuss the ethical implications of business intelligence decisions		
Practical activities within the subject	Not applicable		

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