



Subject card

Subject name and code	Data communication and self-presentation, PG_00072164						
Field of study	Economic Analytics						
Date of commencement of studies	October 2025	Academic year of realisation of subject			2026/2027		
Education level	first-cycle studies	Subject group			Optional subject group 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	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		Damian Ciachorowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	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		15.0	50
Subject objectives	to prepare students to communicate data effectively and present themselves confidently in professional and interdisciplinary contexts, drawing on knowledge of communication methods and information presentation, and to foster attitudes towards responsible and ethical decision-making and collaboration in the context of creating economic, social and environmental value.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.	is able to make informed and ethical decisions regarding data communication and self-presentation, in particular through participation in group tasks and reflection on how information is presented during classes on data communication and self-presentation.			[SK5] Assessment of ability to solve problems that arise in practice [SK4] Assessment of communication skills, including language correctness		
	[K6_U03] collaborates with others in solving interdisciplinary problems.	is able to collaborate with others in solving interdisciplinary problems, using data communication techniques and self-presentation tools to analyse and present solutions.			[SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task		

Subject contents	<p>Course content – exercises The course is practical in nature and focuses on the lifecycle of an analytical project from raw data to strategic recommendations. Working in groups, students learn how to transform numbers into a coherent narrative that supports the achievement of organisational and societal goals.</p> <p>Objectives and course content</p> <p>The main focus of the course is on solving interdisciplinary problems. Students tackle challenges at the intersection of technology, business and the social sciences, which requires them to make effective decisions under conditions of analytical uncertainty.</p> <p>During the semester, particular emphasis is placed on:</p> <ul style="list-style-type: none"> • Collaboration: Building effective project teams, delegating tasks and managing conflicts. • Data communication: Translating complex statistical results into language that stakeholders can understand (data storytelling). • Self-presentation: Professional public speaking and presenting developed solutions to an audience. <p>Ethics and Responsibility</p> <p>Data analysis is not just a technique; it is also a great responsibility. As part of the course, students analyse ethical aspects of an analysts work from protecting privacy to avoiding the manipulation of data visualisations. Every project must take into account its impact on the environment, striving to create economic, social and environmental value.</p> <p>The framework programme in a nutshell</p> <p>I. Problem definition design thinking, identifying social and market needs.</p> <p>II. Analysis and synthesis a critical approach to data, problem-solving.</p> <p>III. Inference fact-based decision-making, analysis of ethical risks.</p> <p>IV. Project finale Presentation of results, data visualisation and communication.</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1314 794 1346">Subject passing criteria</th> <th data-bbox="799 1314 1141 1346">Passing threshold</th> <th data-bbox="1145 1314 1485 1346">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1352 794 1406">Evaluation of the project presentation</td> <td data-bbox="799 1352 1141 1406">60.0%</td> <td data-bbox="1145 1352 1485 1406">50.0%</td> </tr> <tr> <td data-bbox="453 1413 794 1435">Assessment of a group project</td> <td data-bbox="799 1413 1141 1435">60.0%</td> <td data-bbox="1145 1413 1485 1435">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Evaluation of the project presentation	60.0%	50.0%	Assessment of a group project	60.0%	50.0%
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Recommended reading	Basic literature	<p>Bicek P., Discover! Reveal! Explain! A Collection of Essays on the Art of Presenting Data, Warsaw 2014 Duarte D., Slideology: The Science and Art of Creating Brilliant Presentations, Gliwice 2011 McCandless D., Information Is Beautiful, Warsaw 2015 Korsak W., Information Visualization in Business, Gdynia 2015</p>										

	Supplementary literature	Knaflic, C. N. (2015). <i>Storytelling with Data: A Data Visualization Guide for Business Professionals</i> Tufte, E. R. (2001). <i>The Visual Display of Quantitative Information</i> Sabaj et al. (2020) <i>Empirical Literature on the Business Pitch: Classes, Critiques and Future Trends</i>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Practical activities within the subject	Not applicable	

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