GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Data communication and self-presentation, PG_00072183		
Field of study	Engineering Management		
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
Mode of study	Part-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	16.0	0.0	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	3.0	31.0	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.	[SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice
[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

<table>
<tr><td>Subject contents</td><td>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.

Objectives and course content

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.

During the semester, particular emphasis is placed on:Ethics and Responsibility

• 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 defending developed solutions before an audience.

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, ranging from privacy protection to avoiding manipulation through data visualisation. Every project must take into account its impact on the environment, striving to create economic, social and environmental value.

The framework programme in a nutshell

I. Problem definition design thinking, identification of social and market needs.

II. Analysis and synthesis a critical approach to data, problem-solving.

III. Inference fact-based decision-making, analysis of ethical risks.

IV. Project finale self-presentation of results, data visualisation and communication.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Evaluation of the project presentation</td><td>60.0%</td><td>50.0%</td></tr>
<tr><td>Assessment of a group project</td><td>60.0%</td><td>50.0%</td></tr>
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<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>Bicek, P., Discover! Reveal! Explain! A collection of essays on the art of data presentation, 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 Visualisation in Business, Gdynia 2015</td></tr>
<tr><td>Supplementary literature</td><td>Knaflic, C. N. (2015). Storytelling with Data: A Data Visualization Guide for Business Professionals

Tufte, E. R. (2001). The Visual Display of Quantitative Information

Sabaj et al. (2020) Empirical Literature on the Business Pitch: Classes, Critiques and Future Trends</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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Example issues/ example questions/ tasks being completed	
Practical activites within the subject	Not applicable

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