GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Ethical Issues in Contemporary Business Analytics, PG_00073982		
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	Part-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	general academic profile	Assessment form	assessment
Conducting unit	Department of Economic -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Adam Marszk	
	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	4.0	30.0	50

Subject objectives

Preparing students to identify and address ethical issues arising in the professional practice of economic analysts, based on knowledge of professional ethics, responsibility, and integrity in economic analysis, while fostering attitudes of responsible and ethical decision-making in the professional environment of an economic analyst.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_U05] leverages the knowledge acquired in the field of economic analytics to solve challenging problems, achieving results that are economically and socially valuable.	is able to apply knowledge acquired in the field of economic analytics to identify, analyse and solve ethical problems arising in the professional practice of an economic analyst, taking into account their economic and social consequences	[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject
[K6_K01] is ready to fulfill professional roles responsibly, taking legal, ethical, and cultural aspects into account in decision-making processes.	is ready to perform professional roles as an economic analyst in a responsible manner, taking into account legal, ethical and cultural considerations in professional decision-making, particularly when identifying and addressing ethical dilemmas in economic analysis	[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice

<table>
<tr><td>Subject contents</td><td>Course content – exercises

1. Introduction
2. Ethics in practice. CFA Institute rules.
3. Ethical standards in the economic analyst's profession - professionalism (part 1).
4. Ethical standards in the economic analyst's profession - professionalism (part 2).
5. Ethical standards in the economic analyst's profession - integrity of capital markets.
6. Ethical standards in the economic analyst's profession - duties to clients (part 1).
7. Ethical standards in the economic analyst's profession - duties to clients (part 2).
8. Ethical standards in the economic analyst's profession - duties to employers.
9. Ethical standards in the economic analyst's profession - investment analysis, recommendations, and actions (part 1).
10. Ethical standards in the economic analyst's profession - investment analysis, recommendations, and actions (part 2).
11. Ethical standards in the economic analyst's profession - conflicts of interest.
12. Ethical and professional standard in practice - case studies (part 1).
13. Ethical and professional standard in practice - case studies (part 2).
14. Ethical and professional standard in practice - case studies (part 3).
15. Conclusions.</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>individual analysis of case studies and discussion</td><td>0.0%</td><td>20.0%</td></tr>
<tr><td>group analysis of case studies and presentation</td><td>60.0%</td><td>40.0%</td></tr>
<tr><td>written test covering tasks on the ethics in finance issues</td><td>60.0%</td><td>40.0%</td></tr>
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<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>1.CFA Institute, Code of Ethics and Standards of Professional Conduct, Charlottesville, 2024 (www.cfainstitute.org).

2. CFA Institute, GIPS Standards for Firms, Charlottesville, 2021 (www.cfainstitute.org).

3. CFA Institute, GIPS Standards for Asset Owners, Charlottesville, 2021 (www.cfainstitute.org).</td></tr>
<tr><td>Supplementary literature</td><td>1. Aldboush, H. H., & Ferdous, M. (2023). Building trust in fintech: an analysis of ethical and privacy considerations in the intersection of big data, AI, and customer trust. International Journal of Financial Studies, 11(3), 90.

2. McGrath, J., & Walker, C. (2023). Regulating ethics in financial services: Engaging industry to achieve regulatory objectives. Regulation & Governance, 17(3), 791-809.

3. Kowaleski, Z. T., Sutherland, A. G., & Vetter, F. W. (2020). Can ethics be taught? Evidence from securities exams and investment adviser misconduct. Journal of Financial Economics, 138(1), 159-175.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>Using the provided description of the problem present the recommended actions according to the CFA Institute standards and rules. Determine which standards could be violated in this situation.</td></tr>
<tr><td>Practical activites within the subject</td><td>Not applicable</td></tr>
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