
Summer School 2023
Strategic foresight & managers' competences of the future
course description

a. Course name

Developing Data-Driven Management Skills in Modern Business

b. Lecturer

Maciej Pondel

c. Hours

8

d. General description – course content

During the course, the role of data and decision making based on facts in modern business management will be discussed. Business Intelligence approach scenarios and scenarios of using machine learning in business will be discussed. The classes will be practical. For selected decision scenarios, analyses will be prepared using the MS Power BI tool.

e. Learning outcomes

Knowledge:

1. Knowledge about the decision-making process based on data.
2. Knowledge about the classes of tasks supported by Business Intelligence tools.
3. Knowledge about the scope of competencies of a modern manager in the field of business data analytics.

Skills:

1. The ability to translate business needs into a data query.
2. The ability to construct an analysis necessary in the decision-making process.

Competences:

1. Collaborates with team members building an analytical solution.
2. Addresses information needs in appropriate analytical tools.

f. Literature

Olszak, C. M. (2020). Business intelligence and big data: Drivers of organizational success. CRC Press.
Kelly, N. (2021) Delivering Data Analytics: A Step-By-Step Guide to Driving Adoption of Business Intelligence from Planning to Launch. Kogan Page
Deckler, G. (2019). Learn Power BI: A beginner's guide to developing interactive business intelligence solutions using Microsoft Power BI. Packt Publishing Ltd.