

Faculty Information and Communication Sciences

Undergraduate SECOND CYCLE OF STUDIES

Study program: **DIGITAL BUSINESS ANALYTICS** (DBA) 1 year

Active from academic 2023/2024 year

One-year (60 ECTS) studies

Degree: Master of Science in Information Science and Technology in the field of Digital Business Analytics.

Acquired skills: business and management skills in the field of ICT, applied mathematics in the field of economics, human resource management, entrepreneurship, information technology, business intelligence systems, computer and mathematically assisted decision making.

DBA 1 year

Year I				
Semester I				
No.	Code	Course Name	No. of classes	ECTS
Core Courses				
1	ICS21M01	Data driven business systems	2+1	6
2	ICS21M02	Consumer and market analytics	2+1	6
3	ICS21M03	IT Risk Management	2+1	6
4	ICS21M04	Data-driven decision making	2+1	6
Elective				
5	ICS21Exx	Course from elective list	2+1	6
Year I				
Semester II				
No.	Code	Course Name	No. of classes	ECTS
1	ICS14M01	Financial forecasting	2+1	6
2	ICS22M03	Master's thesis		12
Elective				
3	ICS22Exx	Course from elective list	2+1	6
4	ICS22Exx	Course from elective list	2+1	6
Total credits				60

The second cycle of university studies recognizes the modules:

- C - mandatory (core courses),
- MiE – elected from the list of courses.

List of Elective courses				
id	code	Course	Weekly fund of hours	ECTS
1	ICS21E01	Project and quality management	2+1	6
2	ICS21E02	Marketing and Digital Communications	2+1	6
3	ICS21E03	Python for Data Science	2+1	6
4	ICS21E04	Digital transformation	2+1	
5	ICS21E05	Price analytics and revenue management	2+1	6
6	ICS21E06	Data modeling	2+1	6
7	ICS21E07	Digital Marketing Strategies	2+1	6
8	ICS21E08	Database management systems	2+1	6
9	ICS21E09	Digital forensics	2+1	6
10	ICS21E10	Strategic management	2+1	6
11	ICS22E11	Digital business platforms	2+1	6
12	ICS22E12	Big Data Analytics	2+1	6
13	ICS22E13	Business analytics and cloud processing	2+1	6
14	ICS22E14	Analysis of financial risks	2+1	6
15	ICS22E15	Communication systems and simulations	2+1	6
16	ICS22E16	Data processing in the fog and at the edge	2+1	6
17	ICS22E17	Analysis of large social networks	2+1	6
18	ICS21E18	Business analytics, applied modeling and forecasting	2+1	6
19	ICS22E19	Business Process Mining	2+1	6
20	ICS22E20	Managing IT startups	2+1	6
21	ICS22E21	Cyber security	2+1	6
22	ICS22E22	Supply chain analytics	2+1	6
23	ICS22E23	Business analytics – application in a project	2+1	6
24	ICS22E24	Digital transformation and society	2+1	6
25	ICS22E25	Privacy and data protection	2+1	6
26	ICS22E26	Applied e-Ethics	2+1	6