

Subject card

Subject name and code	Data Storytelling - Technologies of Data Analysis and Presentation , PG_00199470						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study 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	4	ECTS credits			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	30.0	0.0	45
	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	45		0.0		30.0	75
Subject objectives	familiarizing students with the theory of creating effective narratives based on data (data storytelling); discussion and use of tools used for data visualization; preparing students to create and present data embedded in a narrative that engages recipients.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U14] has a thorough ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting data from various sources, their description and interpretation, and drawing conclusions on the basis of scientific literature; can prepare and lead a debate	The student has the ability to present statistical data in an attractive way visually while ensuring a narrative that engages the audience.	[SU2] presentation/project/paper/report
	[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	The student is ready to think and act in an entrepreneurial way using... including creative thinking.	[SK2] presentation/project/paper/report
	[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	The student is able to notice relationships, critically analyze and present visually statistical data relating to phenomena occurring in the economy using various tools	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGMU2_W13] has an in-depth knowledge of methods and tools for describing economic phenomena, including data acquisition techniques, which make it possible to describe and analyse economic entities functioning on the international market as well as processes and phenomena occurring in them and between them, and also those supporting decision-making processes	The student knows the techniques of obtaining and presenting the data they enable analysis of the situation of economic entities operating on the market. If he has any doubts, he discusses them during consultations	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> 1. Data storytelling - what is it? 2. Analysis and interpretation of data - the importance of conclusions and recommendations. 3. Narrative in data presentation - how to create an engaging story? 4. Building a data-based presentation. 5. Data visualization tools, including: Power Point, Microsoft Excel, Power BI 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation	51.0%	90.0%
	activity	0.0%	10.0%

Recommended reading	Basic literature	<p>Cole Nussbaumer Knaflic, <i>Storytelling danych. Poradnik wizualizacji danych dla profesjonalistów</i>, Onepress, 2019.</p> <p>Starr Karla, Heath Chip, <i>Liczby się liczą. Data storytelling, czyli jak opowiadać o danych</i>, MT Biznes 2022.</p> <p>Sejal Vora, <i>The Power of Data Storytelling</i>, Sage Publications 2019. (pozycja dostępna w zasobach elektronicznych Biblioteki Uniwersytetu Gdańskiego - eBook Academic Collection (EBSCOhost))</p>
	Supplementary literature	<p>Literatura uzupełniająca:</p> <p>Łukasz Żyła, <i>Dziennikarstwo danych i data storytelling</i>, Onepress 2022.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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