**Table 5.2** Specification of subjects

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| **Study program:** **Advanced Data Analytics in Business** | | | | |
| **Name of the subject**: F**inal paper - Subject** | | | | |
| **Teacher(s):** All teachers in the study program | | | | |
| **Status of the subject:** Core | | | | |
| **Number of ECTS credits: 10** | | | | |
| **Conditions:** Passed all exams from the study program | | | | |
| **Subject goal**  The aim of the course is to enable students to understand the research flow on selected topic; interpretations of research processes and results; check the accuracy and validity of user data and their analysis; application of statistical, experimental, and other research methods; conduct consequential - comparative research; creating research by selected research subject; conducting of research, chronological analysis and identifying evolutionary changes and trends of the observed subject of research; making and interpreting conclusions based on the obtained research results. | | | | |
| **Outcome of the subject**  Competence for planning, organizing, and implementation of a professional project that meets specific initial goals. Ability to present project work through written documentation and oral presentation. The student is trained to think critically in research work, to apply scientific research methods as well as different ways of collecting information for research work; to understand different phases and levels of research, to define research hypotheses, and interpretation of obtained results, as well as to make conclusions. | | | | |
| **Subject content**  After passing the exams, the student is ready for the final paper preparation. These activities are research and practical work, where a student faces the practical problem as well as the methodology that will be applied in the preparation of the final paper.  The student is engaged in collecting, grouping, arranging, and analyzing quantitative and qualitative data, both from primary and secondary sources. Also, he presents and explains the results of the research in writing and orally and leads discussions on the topic of the obtained results with the application of a logical and critical way of thinking. | | | | |
| **Literature**  Literature of relevant fields, professional periodicals, Internet, etc. | | | | |
| **Number of active teaching classes** | **Theoretical teaching:** | | **Practical teaching:** | |
| **Method of carrying out the teaching**  Study research work, consultation discussions, comparative analysis, individual presentations, and presentations of collected material and ideas by mentoring, interactive, practical, laboratory, individual work. | | | | |
| **Evaluation of knowledge (maximum number of points 100)** | | | | |
| **Pre-exam obligations** | points | **Final exam** | | points |
| Study research | 50 | Discussion and defense of research results | | 50 |