COURSE DESCRIPTION CARD - SYLLABUS

Course name
English [S1DSwB1>ANG4]

Course

Field of study
Data Science in Business

Year/Semester
2/4

Area of study (specialization)
–

Profile of study
general academic

Level of study
first-cycle

Course offered in
Polish

Form of study
full-time

Requirements
compulsory

Number of hours

Lecture
0

Laboratory classes
0

Other
0

Tutorials
30

Projects/seminars
0

Number of credit points

2,00

Coordinators

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Lecturers

Prerequisites

Possession of language proficiency at the B1 level according to the Common European Framework of Reference for Languages (CEFR). Mastery of grammatical structures and general vocabulary required for the basic-level high school graduation exam in a foreign language, covering both productive and receptive skills. Ability to work independently and collaboratively, as well as the ability to utilize various information sources.

Course objective

The objective of this course is to develop students' language proficiency in English within academic and business contexts, with a particular focus on terminology related to data analysis, artificial intelligence, and business. Students will learn to communicate effectively in an international environment, interpret technical and scientific texts, and prepare presentations and reports in English. The course aims to elevate students' language proficiency to at least the B2 level according to the CEFR framework.

Course-related learning outcomes

Knowledge:
Identifies and explains vocabulary, grammatical structures, and expressions commonly used in academic

and business communication in English [DSB1_W08]

Skills:
1. Reads and interprets specialized English-language texts on data analysis, machine learning, and business technologies [DSB1_U12].
2. Prepares well-documented studies on data science problems in business in a foreign language [DSB1_U12].

Social competences:
1. Engages in international collaboration and knowledge exchange, using English as a communication tool in interdisciplinary teams [DSB1_K04].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment:
• Ongoing evaluation during classes (presentations, quizzes, written assignments)
Summative assessment:
• Final credit/exam

Programme content

• Preparation for scientific publications and presentations.
• Advanced business case analysis.
• Enhancing negotiation and communication skills.

Course topics

Creating Academic Publications and Scientific Articles
• Structure and language of scientific publications.
• Writing abstracts and research summaries.
Case Studies in Data Science
• Analyzing real-world cases of Data Science applications in business.
Business Negotiations and Presenting Recommendations
Preparation for International Conferences and Hackathons
• How to effectively present your projects.
Semester Summary
• Final presentation and assessment of communication skills.

Teaching methods

I. Expository Methods
1. Working with Books
2. Working with Online Texts (specialized articles - ESP)
II. Inquiry-Based Methods
1. Problem-Solving Methods
o Case study
o Brainstorming
o Role-playing
o SWOT analysis
o Expert table method
o Educational games
2. Practice-Oriented Methods
o Grammar and vocabulary exercises
o Translation tasks
o Presentations
o Writing assignments
3. Discussion-Based Methods
o Oxford debate
o Pair dialogue
4. Exposure-Based Methods

o Drama
o Film analysis
o Listening exercises

Bibliography

Basic:
Hughes, J. / Naunton J. 2012. Business Result DVD Edition: Intermediate. Oxford University Press.
Hughes, J. / Naunton J. 2012. Business Result - Skills for Business Studies (Skills). Oxford University Press.

Additional:
Cook, R. / Pedretti, M. 2008 Success with BEC. Summertown Publishing.
Hanf, B. 2001. Angielski w Technice. LektorKlett.
Grzegożek, M. / Starmach, I. 2004. English for Environmental Engineering. Politechnika Krakowska.
Kucharska-Raczunas, A. / Maciejewska, J. 2009. English for Mathematics. Politechnika Gdańska.

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	32	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	18	1,00