**Table 5.2** Specification of subjects

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| **Study program:** **Advanced Data Analytics in Business** | | | | |
| **Name of the subject**: **Obligatory** **professional practice in companies** | | | | |
| **Teacher(s):** All teachers in the study program | | | | |
| **Status of the subject:** Core | | | | |
| **Number of ECTS credits: 3** | | | | |
| **Conditions:** Enrolled 4th semester | | | | |
| **Subject goal**  The goal of the professional practice for the student is to apply the knowledge he/she acquired during the teaching and preparation for the exam in the study program. Also, this course aims to improve students' abilities for successful application of academic knowledge and skills in performing more complex tasks. Detailed introduction of students with a certain field through a thorough elaboration of a topic on the example of a specific company, organization, or institution. Gaining practical experience working in a specific company. | | | | |
| **Outcome of the subject**  The ability of students to successfully perform key business functions in economic entities, manage affairs in the organization of domestic and international projects, adequately use planning documents and create conditions for their development, successfully use modern information technologies, and practically apply business negotiation skills. | | | | |
| **Subject content**  The student receives a topic from the teacher, which he will cover during the stay in a specific company, bank, consulting company, insurance organization, agency (tourist and others), non-profit organization, state administration body, and local self-government. After that, the student prepares a paper that contains the following parts: Introduction, Theoretical part, Practical part, Conclusion, and Literature. As proof, the student attaches confirmation of time spent in the selected organization. The mentor reviews the work, gives suggestions, finally accepts and evaluates it. | | | | |
| **Literature**  Literature of relevant fields, professional periodicals, Internet, etc. | | | | |
| **Number of active teaching classes** | **Theoretical teaching:** | | **Practical teaching:** | |
| **Method of carrying out the teaching**  Empirical research in companies, organizations, and institutions, analysis of examples from practice, making conclusions by induction and deduction. | | | | |
| **Evaluation of knowledge (maximum number of points 100)** | | | | |
| **Pre-exam obligations** | points | **Final exam** | | points |
| Activity in the company | 50 | The written part of the paper | | 50 |