**Table 5.2** Specification of subjects

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| **Study program:** **Advanced Data Analytics in Business** | | | | |
| **Name of the subject**: **Final paper** | | | | |
| **Teacher(s):** All teachers in the study program | | | | |
| **Status of the subject:** Core | | | | |
| **Number of ECTS credits: 17** | | | | |
| **Conditions:** Previously achieved 103 ECTS in the study program | | | | |
| **Subject goal**  To show that the student has mastered the knowledge and acquired competencies needed for independent work in the field of data analytics in business. Introducing students to the realization of the project from idea to implementation, and final confirmation of student competencies in the selected field of economics. Training students for independent research and practical work in the field of data analytics, training for the use of scientific and professional literature. | | | | |
| **Outcome of the subject**  The final work is a professional work of the student in which he shows that he can integrate and apply the acquired knowledge in solving specific problems in the field of data analytics. The outcome of the final work is reflected in the following:  - developing competencies for dealing with issues in the field of data analytics in business,  - acquisition of academic skills for the application of acquired theoretical knowledge,  - development of creative abilities and mastering specific practical skills needed to perform tasks in the field of economics,  - the ability to apply the knowledge acquired by studying the literature in solving a specific problem,  - ability to present the results of the final work to the professional and general public,  - understanding and application of knowledge in the field of data analytics in business in solving specific issues in this field,  - ability to collect, interpret and process empirical data, as well as the implementation and application of market research results | | | | |
| **Subject content**  The final work is a research work of the student in which he meets the research methodology in the field of data analytics in business. After the research, the student prepares a final paper in the form that contains the following chapters: Introduction, Theoretical part, Empirical part, Results and discussion, Conclusion, Literature review.  The abstract of the paper is written in Serbian and English. The introduction presents the theoretical foundations of the problem, issues needed to be discussed or hypotheses to be tested, methodological foundations of the work, and presents the content of the work in parts. The student deals with the topic of the paper in the main part (elaboration) of the final paper. It contains an overview of theoretical settings and practical (illustrative examples, usually original) results related to a given topic. Each chapter of the final work contains a certain introductory consideration, as well as the corresponding conclusions. The material should be presented concisely, with the use of appropriate literature. The literature used is clearly stated, it is used adequately, with constant determination according to the statements from the literature. The conclusion presents the results obtained in the paper, its originality, limitations, as well as possible directions for further consideration of the problem and some possible controversies related to the discussed topic. This is followed by a list of references that includes a summary of all bibliographic sources used in the preparation of the final paper.  After completing the work, the candidate submits the work to a mentor who evaluates the work, gives possible remarks, and suggests corrections. After a positive report from the mentor, a commission is formed and the public defense of the final paper is approved. | | | | |
| **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 |
| Answer questions | 30 | The written part of the paper | | 40 |
|  |  | Project presentation | | 30 |