

### Academic discipline:

<b>Code and name of specialty</b>	1-23 01 15 Social communication
<b>Training course</b>	3
<b>Semester of training</b>	5
<b>Number of class hours:</b>	52
<b>Lectures</b>	14
<b>Seminar classes</b>	38
<b>Practical exercises</b>	-
<b>Laboratory classes</b>	-
<b>Form of intermediate assessment (credit/differential credit/exam)</b>	exam
<b>Number of credits</b>	3
<b>Competencies to be formed</b>	To collect, transform and present information for business analysis
<b>Summary of the content of the academic discipline:</b>	
"Mastery of a BI-tool. Knowledge of SQL. A basic understanding of business analysis and their application to advertising, PR and BTL campaigns.	