**Course descriptor**

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| Title of the course | **Analytical Communications in Business** |
| Title of the Academic Programme  | Management |
| Type of the course | Required |
| Prerequisites | Economics, General Management, Economic Foundations of Management |
| ECTS workload | 6 |
| Total indicative study hours | Directed Study | Self-directed study  | Total |
| 52 | 176 | 228 |
| Course Overview | The discipline covers the important aspects of analytics communication and data visualization in the success of any companies nowadays. Modules of the course comprise communication’ strategy and tools, the origins, techniques and best practices of data visualization as well as the fundamental topics and key concepts of public speaking. Fundamentally, the key learning outcomes of the course refer to understanding efficient ways to convey information to the target audience. |
| Intended Learning Outcomes (ILO) | As a result of successful learning students are:1. to understand the steps for developing efficient communications strategies
2. to understand how to communicate with different target audiences
3. to demonstrate knowledge on the principles for data visualization
4. to develop charts, tables and other visual aids efficiently
5. to demonstrate basic knowledge on the use of Tableau Public
6. to design presentations for effective communications
7. to comprehend the key concepts of public speaking
8. to develop expositions which convey information successfully
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| Indicative Course Content | 1. Analytics communication
2. Data visualization
3. Public speaking
4. Academic presentation
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| Teaching and Learning Methods | Teaching methods: interactive lectures, students’ presentations, self-learning. |
| Indicative Assessment Methods and Strategy | * Seminar tasks
* Final presentation
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| Readings / Indicative Learning Resources | Mandatory Books:* Anderson, C. (2016). *TED Talks: The Official TED Guide to Public Speaking*. Houghton Mifflin.
* Friendly, M. (2006). A brief history of data visualization. In C. Chen, W. Härdle & A. Unwin (eds.), *Handbook of Data Visualization*. Springer.
* Isson, J. P, & Harriott, J. (2015). Effective Analytics Communication Strategies. In: J. P. Isson & J. Harriot (eds.), *Win with Advanced Business Analytics: Creating Business Value from Your Data*. Wiley.

Papers:* Camm, J. D., Fry, M. J., & Shaffer, J. (2017). A Practitioner’s Guide to Best Practices in Data Visualization. *Interfaces*, 47 (6), 473-488.
* Quatrrone, P. (2017). Embracing ambiguity in management controls and decision-making processes: On how to design data visualisations to prompt wise judgement. *Accounting and Business Research*, 47 (5), 588-612.
* Shapiro, J. (2017). 3 Ways Data Dashboards Can Mislead You. *Harvard Business Review*. Retrievied from: <https://hbr.org/2017/01/3-ways-data-dashboards-can-mislead-you>.
* Small, N. (2017). (Re)Kindle: On the Value of Storytelling to Technical Communication. *Journal of Technical Writing and Communication*, 47 (2), 234-253.

Optional* Acharya, S., & Chellappan, S. (2017). *Pro Tableau: A Step-by-Step Guide*. Apress.
* Tench, R., Vercic, D., Zerfass, A., Moreno, A., & Verhoeven, P. (2017). *Communication Excellence: How to Develop, Manage and Lead Exceptional Communications*. Palgrave Macmillan.
* Yau, N. (2013). *Data Points: Visualization That Means Something*. John Wiley & Sons.
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