

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Economic Cybernetics, Statistics and Informatics
1.3. Departments	Department of Statistics and Econometrics
1.4. Field of study	Cybernetics and statistics
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Applied data analytics
1.8. Language of study	English
1.9. Academic year	2026-2027

2. Information on the discipline

2.1. Name	Digital Storytelling								
2.2. Code	26.0318IF2.1-0002								
2.3. Year of study	2	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Instructors									

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual study	94.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	
Additional documentation in the library, on specialized online platforms and in the field	
Preparation of seminars, labs, assignments, portfolios and essays	
Tutorials	
Examinations	
Other activities	

4. Prerequisites

4.1. of curriculum	
4.2. of competences	

5. Conditions

for the C(C)	
for the S(S)	

6. Acquired specific competences

PREFESSIONAL	CC1	Digital skills – advanced use of software tools and platforms, development of software applications on different platforms.
PREFESSIONAL	CC2	STEM (science, technology, engineering, mathematics) skills – understanding the mathematical foundations of AI, statistical methods of data analysis applied in AI techniques.
PREFESSIONAL	CO4	Conducts quantitative research
PREFESSIONAL	CP3	Performs data analysis
PREFESSIONAL	CT2	Thinks through the use of logic and reasoning for identifying the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.
PREFESSIONAL	CT4	Evaluates and analyses information and its sources. Demonstrates ability to access and gain critical understanding of both traditional and new media, and their role and function in democratic societies.

7. Objectives of the discipline

7.1. General objective	
7.2. Specific objectives	

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
0			
<i>Bibliography</i>			
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8.2. S(S)		Teaching/Work methods	Recommendations for students
0			
<i>Bibliography</i>			
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9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

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10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. Final assessment			
10.2. Modality of grading			
10.3. Minimum standard of performance			

Date of listing,
04/28/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,