BAS4SC – Business Analytics Skills
for the Future-proof Supply Chains
2022-1-PL01-KA220-HED-000088856

Co-funded by the
European Union

NEWS-LETTERS

BUSINESS ANALYTICS SKILLS FOR THE FUTURE-PROOF SUPPLY CHAINS

Contents

Newsletters BAS4SC

Between November 2024 and September 2025, seven newsletters dedicated to the BAS4SC – Business Analytics Skills for Future-Proof Supply Chains project were published. These publications constituted an important element of the project's communication and dissemination strategy, targeting students, lecturers, and representatives of the business community.

The newsletters regularly reported on the project's progress and events, and showcased the consortium's achievements (Table 1). Thanks to their diverse content and attractive graphic design, the project maintained a high level of audience engagement.

Table 1. Chronological list of Newsletters

No	Newsletter	Date
1	NEWSLETTER 1	November 2024
2	NEWSLETTER 2	April 2025
3	NEWSLETTER 3	May 2025
4	NEWSLETTER 4	June 2025
5	NEWSLETTER 5	June 2025
6	NEWSLETTER 6	September 2025
7	NEWSLETTER 7	September 2025

BAS4SC Multilingual Newsletters – Inclusiveness and Impact

One of the most distinctive features of the BAS4SC – Business Analytics Skills for Future-Proof Supply Chains project's communication strategy was its multilingual approach.

Of the seven newsletters published during the project period, six were prepared and released in five languages – English, Polish, Slovenian, Croatian, and Serbian. This reflected not only openness and attention to accessibility of information, but also served as a tangible demonstration of the project's international character.

One newsletter, however – devoted to the student competition and the final BAS4SC conference – was developed exclusively in English. This was due to the fact that it covered an international event conducted in that language and addressed to participants from various partner countries.

Communicating about the project through newsletters increased the reach and effectiveness of dissemination activities, enabling each partner university – in Poland, Slovenia, Croatia, and Serbia – to engage a wide audience in their native language. As a result, the project's content was not only better understood but also resonated more strongly with local academic and business communities, leading to more effective promotion of the project's results.

Preparing newsletters in five languages was also a key factor in building a shared identity and fostering international cooperation within the BAS4SC consortium. It demonstrated that communication between partners can be not only effective but also inspiring – bridging different cultures, educational styles, and research perspectives.

The consistent implementation of a multilingual communication strategy increased the project's visibility and strengthened its impact on the development of analytical competences in logistics and supply chain management through:

- broader outreach and a larger audience (information about the project's courses and materials reached significantly more students and lecturers),

- effective transfer of information on the project's outcomes between universities and sectors,
- raising awareness of the importance of business analytics in logistics among students and practitioners.

As a result, the multilingual BAS4SC newsletters can be considered a key factor in the project's communication success – combining message precision, inclusiveness, and broad educational impact.

Impact of the Newsletters

The BAS4SC project newsletters were distributed through two main communication channels, ensuring broad reach and effectiveness.

The first and most important channel consisted of email campaigns conducted by the Poznan School of Logistics (PLS) and other project partners. Each partner distributed the newsletters to their own contact databases, including students, lecturers, business representatives, and collaborating institutions. This approach enabled the project information to reach target groups in the four partner countries directly, ensuring personalized and effective communication in national languages.

The second distribution channel was the official BAS4SC project website – https://bas4sc.put.poznan.pl. All newsletter issues were published there in an open-access format, allowing them to reach audiences beyond the project's partner network. The website served as a repository of knowledge and communication tools, enabling anyone interested to download archived newsletter issues, read project news, and follow its progress and results. The combination of email distribution and website publication created a synergy between direct and open communication. This strategy significantly enhanced the reach of dissemination activities and increased the visibility of the project's results within academic and business communities.

The geographical reach of the BAS4SC newsletters was extensive, reflecting the international nature of the consortium. Thanks to the collaboration among the four partner universities – from Poland, Slovenia, Croatia, and Serbia – the publications reached audiences in at least four Central and Eastern European countries and, through the English-language versions, also attracted readers from other parts of Europe. This gave the project a genuinely transnational communication scope, and its outcomes gained wide recognition across the region. The multilingual format and distribution through partner networks contributed to a broader audience and ensured a lasting impact on education and business practice.

Characteristics of Newsletter Recipients

The content of the BAS4SC project newsletters was carefully tailored to the needs of three main audiences, taking into account their diverse interests and expectations:

1. Students

For students, the newsletters focused on topics related to data analytics, logistics, and supply chain management. They allowed readers to follow the project's progress, learn about newly developed courses, and access a variety of teaching materials, including textbooks, workshop exercises, and case studies. The newsletters also provided information about pilot training sessions and the international student competition, helping students develop practical skills. In this way, the newsletters encouraged students to actively engage in their studies and better prepare for professional challenges in logistics and supply chain management.

2. Academic Lecturers

For academic staff, the newsletters presented information about newly developed teaching materials, course structures, and research results produced within the BAS4SC project. Lecturers were also informed about opportunities to access and use these materials in their own teaching practice, fostering the exchange of knowledge and experience among partner universities.

3. Business Representatives

For the business community, the newsletters emphasized the practical applications of the project results and the benefits for employee competence development. Recipients learned about business analytics methods that could be implemented in companies operating in the area of supply chain management. In this way, the BAS4SC project acted as a bridge between education and business practice, enabling companies to benefit from modern educational resources and to enhance their employees' competencies through innovative learning methods.

Newsletter Topics

The first newsletter of the BAS4SC (Business Analytics Skills for Future-Proof Supply Chains) project was published in November 2024 and was introductory and informative in nature. It focused on presenting the main project assumptions, its goals, and the consortium partners. The content effectively introduced the project's concept – developing analytical competencies among future supply chain managers by modernizing study programmes and implementing new courses based on business analytics tools.

The newsletter clearly described the project's progress, including extensive surveys conducted among students, academics, and business representatives. The results of this research made it possible to identify competency gaps and to develop three new courses: Advanced Spreadsheet Use for Logistics Data Analysis, Business Intelligence, and Statistical Methods for Logistics Data Analysis. The newsletter also paid special attention to the training of academic teachers, which took place in September 2024 at the Poznan School of Logistics. The description of this event was an important element of the project's communication.

The publication was characterized by a clear structure and high informational value. It effectively launched the project's communication cycle, emphasizing its international nature, collaboration between universities from various countries, and the importance of BAS4SC for the development of business analytics and supply chain management competences in the modern economy (Appendix 1).

The second BAS4SC newsletter was published in April 2025. It focused on the first pilot training for students, which represented a key stage in the implementation of the developed teaching materials. The newsletter reported on the C1: Advanced Spreadsheet Use for Logistics Data Analysis course and highlighted the importance of student evaluation of the materials, which received high ratings for their content quality, clarity, and practical relevance.

Importantly, the student feedback contributed to the further improvement of the project materials, confirming the open and iterative nature of the BAS4SC implementation process. The newsletter also outlined the plan for upcoming activities. It effectively communicated the project's progress and the international consortium's commitment to pilot

activities, demonstrating the practical dimension of BAS4SC and its role in developing modern digital competences in supply chain management (Appendix 2).

The third BAS4SC newsletter, published in May 2025, was dedicated to the second pilot training for students. It provided a detailed overview of the C2: Business Intelligence course, developed as part of WP3. Participants had the opportunity to explore topics such as data analysis and interpretation, data mining, and information security. The publication accurately reflected the structure of the training, combining theoretical components with intensive practical workshops.

The newsletter once again highlighted the importance of student evaluation of the teaching materials, demonstrating the project's continuous development and its focus on quality and usefulness. It presented the subsequent stages of the BAS4SC project in a coherent and transparent manner, effectively showcasing the project's practical dimension, the international collaboration among partners, and the active involvement of students in testing modern analytical tools for supply chain management (Appendix 3).

The fourth newsletter was published in June 2025 and focused on promoting the BAS4SC Final Competition, the culminating stage of the project. The publication was informative and promotional in nature, aimed at students of logistics, economics, and management from universities in Poland and the partner countries.

The newsletter clearly presented the participation rules, competition schedule, and stages of the event. It emphasized the open format of the competition, allowing both teams from partner universities and other interested students to take part. Links and QR codes directing readers to the application form, project website, and e-learning platform were also included, facilitating quick access to information and supporting materials.

A particularly important element of this newsletter was the announcement of the second stage of the competition, which was to take place during the InterLog 2025 conference at the Faculty of Management Engineering, Poznan University of Technology. The newsletter therefore served a dual purpose – informational and motivational. It encouraged students to actively participate in the BAS4SC project while also raising awareness of its objectives: developing analytical competencies in supply chain management and shaping future industry leaders. The clear structure, specific deadlines, and visual elements (such as links and QR codes) ensured that the message was transparent and engaging (Appendix 4).

The fifth newsletter was also published in June 2025 and was dedicated to the third and final pilot training for students. The aim of the training was to test the teaching materials developed within WP3, specifically in the area of C3: Statistical Methods for Logistics Data Analysis. The newsletter reported on the five-day programme, which included both theoretical lectures and intensive practical workshops using statistical tools.

The final section of the publication outlined the next stage of the project – the BAS4SC Final Competition, scheduled for September 2025 in Poznan. This newsletter documented the conclusion of the BAS4SC pilot training cycle, presenting the project as a coherent and consistently implemented initiative of high educational and practical value (Appendix 5).

The sixth newsletter, published in September 2025, was dedicated to the conference summarizing the BAS4SC student competition, which marked the culmination of the project's activities. The conference took place on 17–18 September 2025 in Poznan, concurrently with the international scientific conference InterLog 2025, providing a broad platform for presenting the project's results to the academic and business communities.

The newsletter reported in detail on the progress of the BAS4SC Final Competition. Students had the opportunity to apply the knowledge gained during the previous training sessions in practice, working on business analytics tasks related to supply chain processes.

The publication announced the winners – The Croatian Logisticians (1st place), Laniakea Supernova (2nd place), and Power Puffs Girls (3rd place) – highlighting the students' achievements while also reinforcing the project's motivational dimension. Additionally, the newsletter featured a special thematic session dedicated to the results of the BAS4SC project, during which participants discussed the business competencies they had acquired and their practical applications in supply chain management.

The newsletter effectively concluded the project's cycle of educational and pilot activities, demonstrating its comprehensive and international character, as well as its impact on the development of modern analytical competencies among students. It emphasized the importance of integrating the project's results with academic and business practice and outlined the next steps – project completion and the implementation of the developed results in the educational programs of partner universities (Appendix 6).

The seventh and final newsletter summarized the entire cycle of project activities and formally announced the project's conclusion. It provided a comprehensive overview of the achievements of the project partners from October 2022 to September 2025. The newsletter systematically reiterated the project's objectives – modifying and improving educational programs in business analytics for supply chain management, as well as identifying competency gaps among students and academics from partner countries. It provided an overview of the project stages: survey research, development of three courses, creation of teaching materials (textbooks, lecture and tutorial materials, and case studies), and piloting and validation of the courses among academics and students. It highlighted the importance of the student training sessions held in January, April, and June 2025, as well as the final conference in Poznan in September 2025, during which the second stage of the student competition took place.

Another important element of the newsletter was the dissemination of the project's results. It emphasized that, thanks to 19 dissemination events (Multiplier Events) and social media activity (Facebook, LinkedIn, Instagram), the project reached a wide audience. Furthermore, the teaching materials developed within BAS4SC are available in five languages (English, Polish, Serbian, Slovenian, and Croatian), increasing their accessibility and potential for use in European education.

This newsletter effectively summarized the project, presenting it as a comprehensive, international educational initiative that has significantly contributed to the development of analytical competencies among future supply chain managers. It highlighted the enduring value of the teaching materials and their potential integration into curricula at partner universities and across Europe (Appendix 7).

Quantitative summary

Communication via the BAS4SC project newsletters was characterized by regularity and stable reach. From November 2024 to September 2025, seven newsletter issues (totaling 3,978 newsletters sent) were sent, reaching over 584 unique email recipients in Poland, Slovenia, Croatia, and Serbia (Table 2). Serbia accounts for 100 addresses, while Croatia has the lowest number at 49. This distribution indicates a significant concentration of addresses in Slovenia and Poland, which together represent over 70% of the total.

Table 2. Quantity breakdown – Slovenia, Croatia, Serbia, Poland

	Slovenia	Croatia	Serbia	Poland	SUM
Unique addressess	236	49	100	199	**584**

The average open rate of all seven newsletters sent from PSL was 42.40%, meaning that almost half of the recipients actually open the messages (Table 3).

Table 3. Quantity breakdown – Poland

Newsletter	Number of sent	Number of received	Open rate
Newsletter 1	199	166	39,16%
Newsletter 2	166	164	42,68%
Newsletter 3	167	166	38,55%
Newsletter 4	190	185	56,76%
Newsletter 5	185	184	45,65%
Newsletter 6	188	186	38,17%
Newsletter 7	188	187	35,83%
Total	**1283**	**1238**	**42,40%**

This represents a moderately good result, falling within the typical range for informational newsletters (35–45%). The highest open rate was recorded for Newsletter 4 at 56.76%, which may reflect a particularly engaging topic or optimal timing of distribution. In contrast, Newsletter 7 had the lowest open rate at 35.83%, possibly suggesting a decline in interest or recipient fatigue over the course of the series. It is also noteworthy that the number

of newsletters successfully received closely matched the number sent, with an average delivery rate exceeding 96%. This demonstrates a stable mailing list and high-quality contact data (Table 3).

Conclusions

Seven newsletters of the BAS4SC – *Business Analytics Skills for the Future-Proof Supply Chains* project were published regularly between November 2024 and September 2025. Each issue clearly, attractively, and substantively documented the project partners' strategic efforts to modernize and enhance educational programs in the field of business analytics for supply chain management. The newsletters not only informed but also inspired, demonstrating how international academic cooperation can jointly shape the future of logistics education.

Communication through the newsletters produced tangible and lasting results in promoting, disseminating, and increasing the visibility of the BAS4SC project. Over the course of three years, seven issues were developed and published – six of them available in five languages (English, Polish, Slovenian, Croatian, and Serbian), while the final issue, dedicated to the international student competition, was published exclusively in English. In total, this resulted in more than 30 publications, significantly extending the reach and visibility of the project's activities across Central and Eastern Europe. Following the project partners' decision, the number of newsletters was increased from six to seven.

The newsletters were distributed in two ways: through mailings conducted by partner universities – including the Poznan School of Logistics, University of Maribor, University of Osijek, and University of Novi Sad – and through publication on the official BAS4SC project website, maintained by the Poznan University of Technology. This strategy enabled the project to reach both the academic community and business practitioners, ensuring a broad and diverse audience.

As a result of systematic and professional communication, an active community of several thousand regular readers was established. Interest in the newsletters remained consistently throughout the project, confirming their value as a reliable source of knowledge about modern logistics education. The content of the newsletters helped raise awareness of the importance of business analytics in preparing future managers and in promoting innovative teaching methods across the region.

The BAS4SC newsletters became not only an effective information tool but also a platform for collaboration and knowledge exchange, integrating academic and business

communities from Poland, Slovenia, Croatia, and Serbia. Their regularity, multilingualism, and high substantive quality make them one of the key communication outcomes of the BAS4SC project – clear evidence that consistent, well-planned communication can sustainably strengthen a project's impact on the development of analytical competencies and education in the field of supply chain management.

Appendix 1

NEWSLETTER 1
NOVEMBER 2024

BAS4SC project website
https://bas4sc.put.poznan.pl

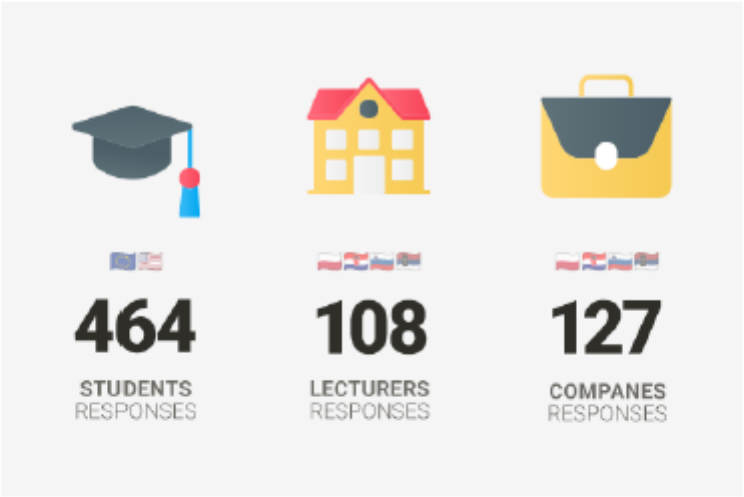
BUSINESS ANALYTICS SKILLS FOR THE FUTURE-PROOF SUPPLY CHAINS PROJECT

A few words about the BAS4SC project

The BAS4SC project, co-financed by the European Union, focuses on modifying and improving existing university curricula in the field of using business analytics in supply chain management processes. The BAS4SC project aims to develop courses that will enable even more effective use of business analytics. These courses will be supplemented with innovative methods and materials, enabling university students to develop analytical skills and implement them in practical tasks. In this way, the main objective of the BAS4SC project, which is to provide supply chain management managers with key digital management skills and soft skills for the rapidly changing logistics labor market will be achieved. The Project Partners forming the Consortium include the Poznan University of Technology (Poland) – the Project leader, Poznan School of Logistics (Poland), the University of Maribor (Slovenia), Strossmayer University of Osijek (Croatia) and the University of Novi Sad (Serbia).

BAS4SC project news

Currently, the BAS4SC project is in an advanced phase. Based on the comparative analysis of educational programs implemented at universities located in Europe and the United States Consortium Partners developed survey questionnaires and then sent them to 464 students, 108 academic teachers from Poland, Croatia, Serbia and Slovenia. Additionally, a survey was conducted among Croatian, Slovenian, Serbian and Polish companies. In the survey addressed to entrepreneurs, the Consortium collected 127 responses.



The collected responses were used to identify the skills gap related to the use of business analytics in supply chain processes. These skills were then divided into 3 areas:

- informatic skills;

- managerial skills;
- applied math and statistics skills;
- mathematical skills.

As a result of these activities, the Consortium developed a structure of three courses, the content of which covers the identified competence gap:

- C1: Advanced using of spreadsheet to analyze logistics data;
- C2: Business Intelligence;
- C3: Statistical methods for analysing logistics data.

After a detailed analysis of the selected competencies and skills and based on benchmarking of educational programs and literature review in the field of supply chain business analytics, 10 key competencies were selected for each of the courses and course cards for those courses were developed.

Based on the created course cards, the Consortium Partners developed materials that fully cover the identified competence gap. The materials include, among others:

- 3 textbooks (one for each area);
- lecture materials;
- exercise (workshop) materials with practical examples and
- case study.

The materials developed in English will then be translated into Croatian, Slovenian, Serbian and Polish and, after the pilot and testing phase, implemented into the educational programs of partner universities.

Training for Academic Teachers

The first stage of the pilot and testing phase was to provide training for 15 academic teachers in the field of conducting lectures and exercises (workshops) within the three developed courses. This training was organized in Poznan School of Logistics on September 23-27, 2024. In the first days of the training, academic teachers from Slovenia, Serbia, Croatia and Poland were trained in the structure of the courses and materials that will be used during students training in the further pilot and testing phase. After completing the training, each teacher had the opportunity to evaluate the prepared materials in terms of their availability, quality understood as coverage of topics developed in the course cards and editorial properties. The evaluation was provided online using qualitative evaluation forms separately for each course, divided into textbooks and lecture and exercise (workshops) materials. Teachers also had the opportunity to speak freely about each course.

All three courses were assessed very positively, especially in terms of substantive content and the quality of the developed materials. Any shortcomings suggested by teachers who assessed the courses were improved and implemented in the developed content.

Next steps?

The next steps for BAS4SC Partners include organizing 3 training courses (separately for each of the C1, C2 and C3 courses) for students from Croatia, Poland, Serbia and Slovenia. Training will be organized in Slovenia, Serbia and Croatia. At least 20 international students will participate in each training, 4 from each partner country. The training will focus on courses developed within the BAS4SC project. The first training will take place in Celje, Slovenia in January 2025. At the end of the project and the pilot and training cycle, the Project Consortium will organize a competition for 25 students who will have the opportunity to test the acquired knowledge and skills from the 3 courses developed within WP3 and to use them in practice.

If you want to know more, visit the BAS4SC project website:

Learn more

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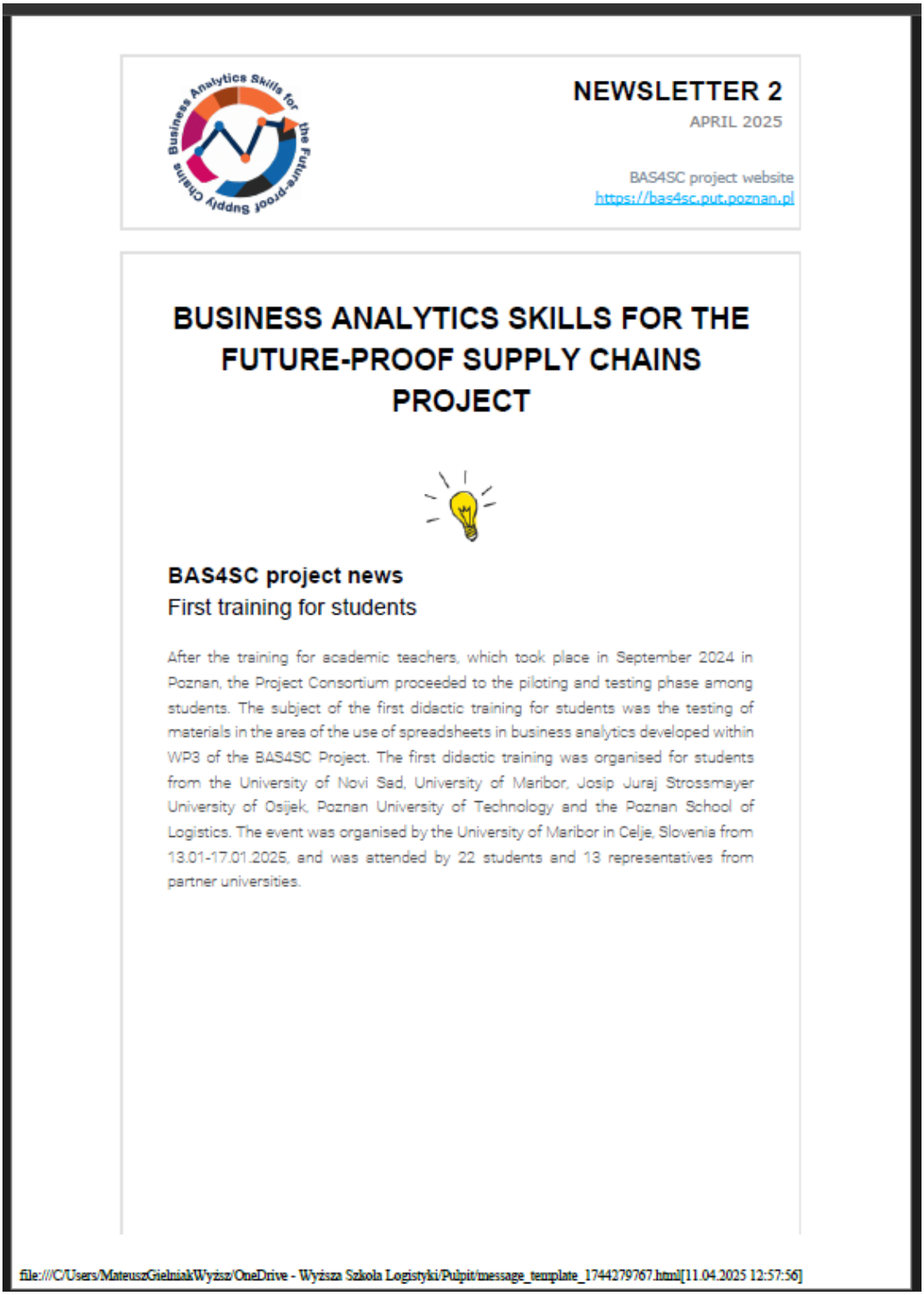
Visit BAS4SC project profiles in SM:

Poznan School of Logistics, Estkowskiego St. 6, 61-755, Poznan, Poland

You can unsubscribe or change your contact details any time.

Appendix 2



NEWSLETTER 2
APRIL 2025

BAS4SC project website
https://bas4sc.put.poznan.pl

BUSINESS ANALYTICS SKILLS FOR THE FUTURE-PROOF SUPPLY CHAINS PROJECT

BAS4SC project news
First training for students

After the training for academic teachers, which took place in September 2024 in Poznan, the Project Consortium proceeded to the piloting and testing phase among students. The subject of the first didactic training for students was the testing of materials in the area of the use of spreadsheets in business analytics developed within WP3 of the BAS4SC Project. The first didactic training was organised for students from the University of Novi Sad, University of Maribor, Josip Juraj Strossmayer University of Osijek, Poznan University of Technology and the Poznan School of Logistics. The event was organised by the University of Maribor in Celje, Slovenia from 13.01-17.01.2025, and was attended by 22 students and 13 representatives from partner universities.

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The object of the training was to present to the students the material developed in WP3 of the BAS4SC Project in Area C1: Advanced using of spreadsheet to analyse logistics data. On the first day of the training, the organisers and the BAS4SC Project leader opened the event and discussed the Agenda for the remaining training days. In addition, the day was dedicated to discussing the Project's objectives and results to date and introducing students to the structure of the C1 course.

On the second day, Partners discussed Chapters 1-4 from the handbook Advanced using of spreadsheet to analyze logistics data - theoretical introduction. These topics primarily covered Introduction to spreadsheet analysis, Data visualisation methods, Optimisation in supply chain management and Controlling in supply chain management. During the second day, students also took part in a workshop in which the Consortium presented methods for solving tasks and how to use analytical tools. Students then proceeded to solve tasks covering the areas discussed. The day ended with a brief summary of the material discussed and the first part of the testing phase.

The third day of the pilot and testing phase was dedicated to discussing the following topics: Analytics in the area of supply and purchasing, Outsourcing, Distribution network optimisation using Gravity Point, Demand forecasting. After the theoretical

introduction, the students were introduced to tools in the field of logistics network optimisation, as well as demand forecasting, and then proceeded to solve practical tasks.

The fourth training day included the presentation of the last two topics, namely Inventory management and Transport optimisation. The tools learned allowed the students to solve practical tasks during the workshop. In addition, during the workshop, students took part in a decision-making game and then solved case studies developed by the Project Consortium within WP3.

During the fifth day of training, students took part in a competition during which they could test their acquired competences. At the end of the training, each student had the opportunity to evaluate the prepared materials both in terms of their accessibility, quality understood as coverage of the topics developed in the subject description sheets and editorial features. The evaluation was carried out online via a quality assessment form by handbook and by lecture and exercise materials. Students were also given the opportunity to speak freely about each of the courses.

The developed materials were evaluated very positively especially in terms of content, quality of developed materials and usability for business. Furthermore, any shortcomings suggested by the students participating in the training were eliminated from the developed content.

Next steps?

The next steps that await BAS4SC Partners are the organisation of two further training courses (for C2 and C3 courses) for students from Croatia, Poland, Serbia and Slovenia. The next training will be organised in Osijek, Croatia in April 2025. The subject of the training for the second course will be the materials prepared for C2: Business Intelligence by the BAS4SC Project Consortium. The final student-directed training will cover the course C3: Statistical methods for logistics data analysis. At the end of the project and the pilot and training cycle, the Project Consortium will organise a competition for 25 students who will have the opportunity to test the acquired

knowledge and skills of the 3 courses developed in WP3 and their practical application.
This competition will be organised in Poznan in September 2025.

**If you would like to find out more,
visit the BAS4SC project website:**

Learn more

**Co-funded by
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Visit BAS4SC project on:

Wyższa Szkoła Logistyki, Estkowskiego 6, 61-755, Poznań, Poland

Możesz wypisać się lub zmienić dane kontaktowe w dowolnym momencie.

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Appendix 3

NEWSLETTER 3
MAY 2025

BAS4SC project website
https://bas4sc.put.poznan.pl

BUSINESS ANALYTICS SKILLS FOR THE FUTURE-PROOF SUPPLY CHAINS PROJECT

BAS4SC project news

Second training for students

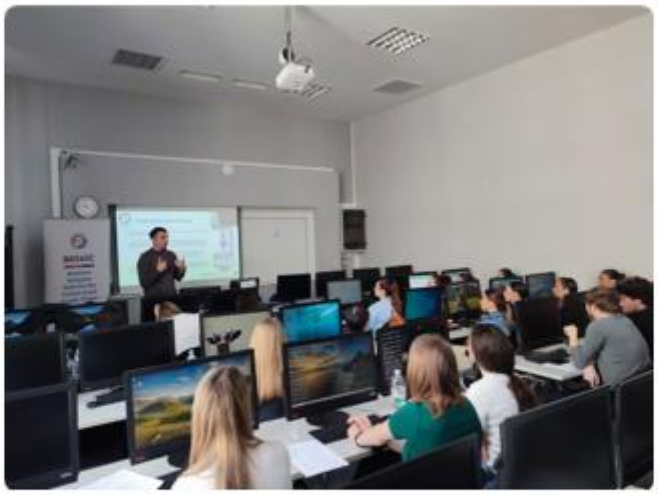
After the completed first training course for students , which took place in January 2025 in Celje, the Project Consortium organised a second training course for students. The subject of this training was to test materials in the area of using Business Intelligence within analytics of supply chain processes developed within WP3 of the BAS4SC Project. The second training was organised for students from the University of Novi Sad, University of Maribor, Josip Juraj Strossmayer University in Osijek, Poznan University of Technology and the University of Logistics. The event was organised by the University of Josip Juraj Strossmayer in Osijek, Croatia on 07- 11.04.2025 and was attended by 21 students and 8 representatives from partner universities.

The object of the training was to present to the students the materials developed within WP3 of the BAS4SC Project in area C2: Business Intelligence. On the first day of the training the organisers and the BAS4SC Project leader opened the event and discussed the Agenda of the remaining training days. In addition, the day was devoted to discussing the Project's assumptions and results so far, and introducing the students to the structure of the C2 course.

On the second day, Partners discussed Chapters 1-4 from the Business Intelligence textbook. These topics mainly covered Understanding and interpreting data, Business data analytics, Data mining and knowledge discovery, and Machine learning. On the day, students also took part in a workshop where the Consortium presented methods for solving tasks and how to use analytical tools. Students then proceeded to solve tasks covering the areas discussed. The day ended with a brief summary of the material discussed and the first part of the testing phase.

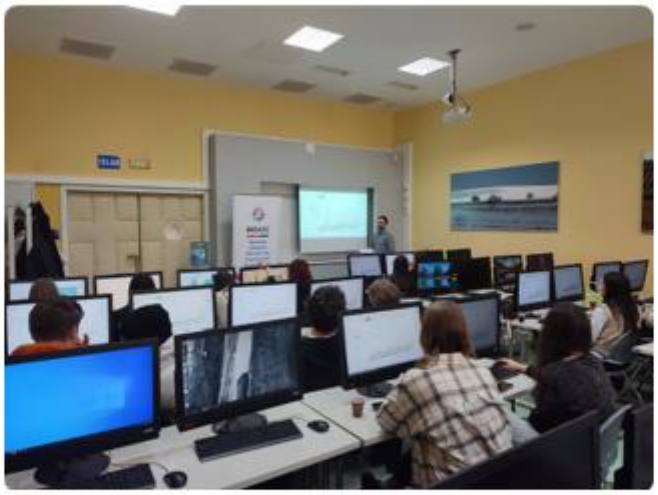
The third day of the pilot and testing phase was dedicated to discussing the following topics: Business process management and process mining, Information systems in logistics, E-logistics and GIS in logistics. After a theoretical introduction, students were introduced to the use of analytical tools to solve practical tasks.

The fourth day of training included the presentation of the last two topics, namely Data visualisation methods and Data ethics and information security. The tools learned allowed students to solve practical tasks during the workshop. In addition, during the workshop, training participants took part in a decision-making game and then solved a case study developed by the Project Consortium within WP3.



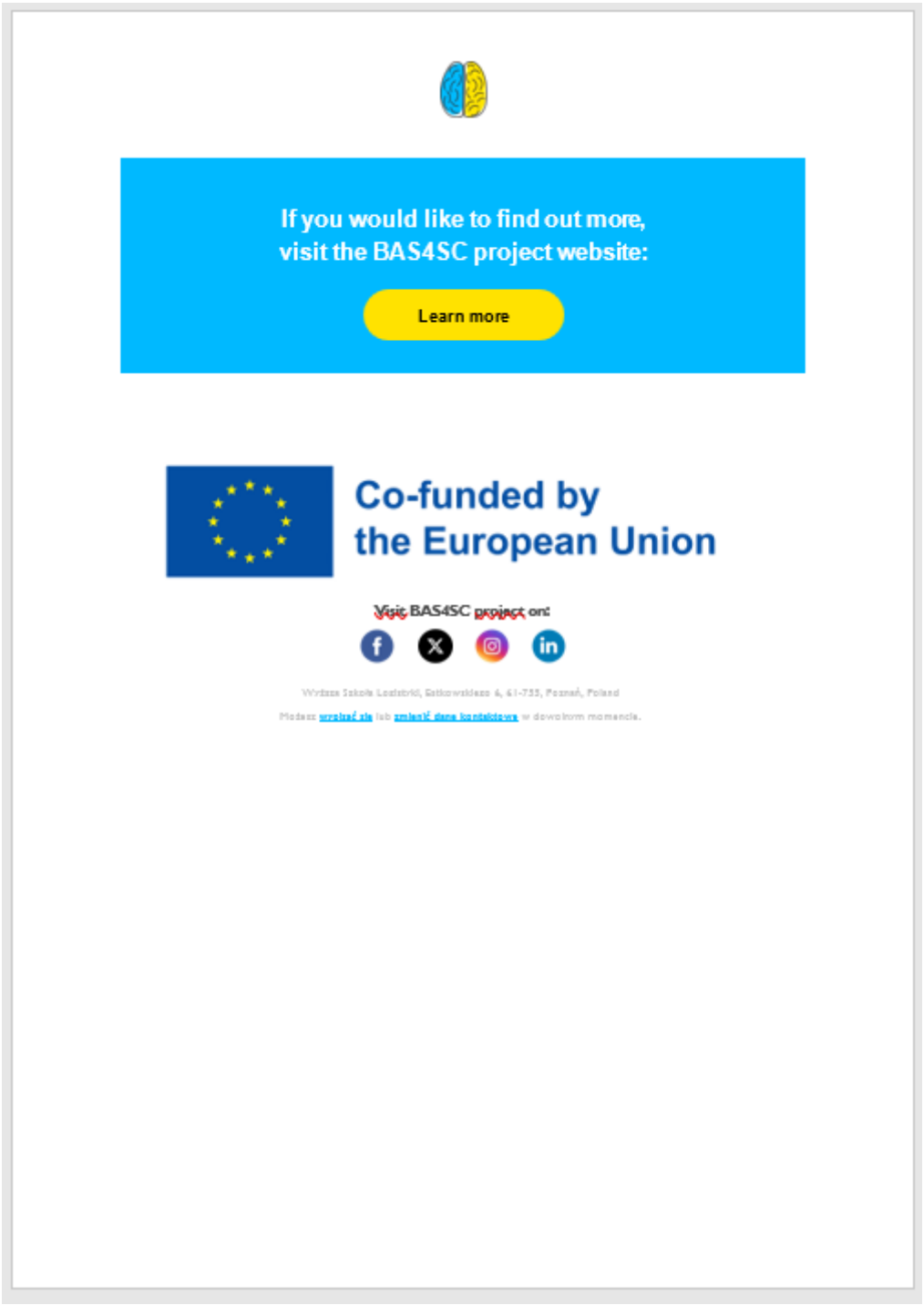
During the fifth day of training, students took part in a competition during which they could test their acquired competences. At the end of the training, each student had the opportunity to evaluate the prepared materials both in terms of their accessibility, quality understood as coverage of the topics developed in the subject description sheets and editorial characteristics. The evaluation was carried out online via a quality assessment form by textbook and by lecture and exercise materials. Students were also given the opportunity to speak freely about each course.

The developed materials were evaluated very positively especially in terms of content, quality of developed materials and usability for business. Furthermore, any shortcomings suggested by the students participating in the training were eliminated from the developed content.



Next steps?

The next steps that await BAS4SC Partners are the organisation of the last training (for course C3) for students from Croatia, Poland, Serbia and Slovenia. The next training will also be organised in Osijek, Croatia in June 2025. The last training aimed at students will cover course C3: Statistical methods for logistics data analysis. At the end of the project and the pilot and training cycle, the Project Consortium will organise a competition for 25 students, who will have the opportunity to test the acquired knowledge and skills of the 3 courses developed in WP3 and put them into practice. This competition will be organised in Poznan in September 2025.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Appendix 4

COMPETITION NEWSLETTER 4

JUNE 2025

BAS4SC project website

https://bas4sc.put.poznan.pl

BUSINESS ANALYTICS SKILLS FOR THE FUTURE-PROOF SUPPLY CHAINS PROJECT

BAS4SC project news

Information about the Final Competition

The BAS4SC project focuses on modifying and improving the curriculum for supply chain management and logistics professionals at tertiary level by complementing it with analytical competences.

The BAS4SC project will be completed by a Final Competition aimed at first and second degree students of logistics, management, economics or related studies from various universities in Poland and other EU countries.

Competition Teams are made up of **3-6 students**, first and/or second degree students. Each Team will choose the Team Leader. Each participant in the Competition Team **must be** a student of the above course and level on the date of entry.

In order to participate in the Competition, it is necessary to complete the Application Form (09.06.2025-28.06.2025):

https://docs.google.com/forms/d/e/1FAIpQLScQ_98PaJ5cUeLxD9sa0-RWv96OAFScHXuH_33_Zkjt5hyCNw/viewform?usp=header

You can also use QR code below to fill in the Application Form

Stage I of the Competition consists of solving a competition task that will be posted on the BAS4SC Project website: https://bas4sc.put.poznan.pl/

You can also use QR code below to check Projects Website

The materials needed to solve the competition task are available on the website: https://enauka.put.poznan.pl/course/index.php?categoryid=54

You can also use QR code below to check BAS4SC materials

The completed task should be sent to the email address: bas4sc@put.poznan.pl by **29.06.2025, 24.00.**

The results of the Competition Commissions' evaluation of Stage 1 of the Competition will be uploaded on the BAS4SC Project website https://bas4sc.put.poznan.pl/ and emailed to the Team Leaders on **15.07.2025, at 12:00.**

Stage II of the Competition will be held during the InterLog 2025 Conference organised by the Faculty of Engineering Management, Poznan University of Technology.

The winning team will receive tickets to the InterLog2025 scientific conference, organised by the Faculty of Engineering Management at the Poznan University of Technology.

During Stage II of the Competition, Teams from BAS4SC Project Partner Universities and the **best Team from Stage I** will compete against each other.

Stage II of the Competition will take place on **18.09.2025** at the Faculty of Engineering Management, Poznan University of Technology.

During Stage II the Teams will be given **an additional task** which will be an extension of the competition task from Stage I.

The Competition task, in the form of a presentation, will be given by the Teams on **19.09.2025** during a special session at the InterLog 2025 Conference.

The announcement of the result of the Competition will take place on **19.09.2025** and the results will be uploaded on: https://bas4sc.put.poznan.pl/

- Start of registration for the Competition: 09.06.2025, 12.00 a.m.
- End of registration for the Competition: 28.06.2025, 24.00 hours
- Submission of the Competition work (stage I): 29.06.2025, 24.00 hours
- Announcement and publication of the results of Stage I of the Competition: 15.07.2025, 12.00 a.m.
- Development of the competition task - stage II of the Competition: 18.09.2025
- Presentation of the competition task - stage II of the Competition: 19.09.2025
- Announcement of the Competition result: 19.09.2025

*In exceptional circumstances the deadlines may be subject to change. Information about a possible date change will be made available at: https://bas4sc.put.poznan.pl/ and emailed to the Team Leader.

If you would like to find out more,
visit the BAS4SC project website:

Learn more

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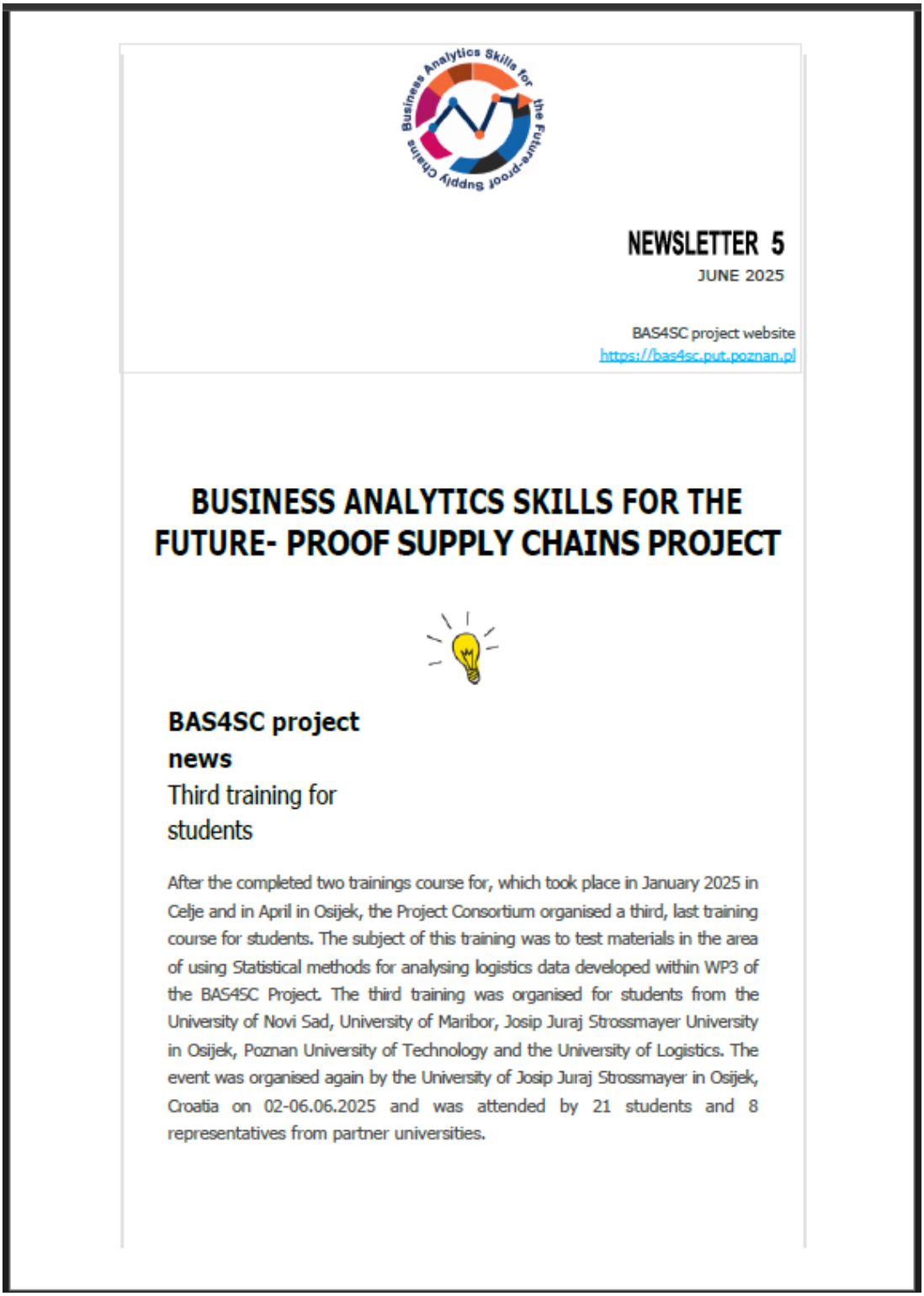
Visit BAS4SC project on:

Appendix 5



NEWSLETTER 5
JUNE 2025

BAS4SC project website
https://bas4sc.put.poznan.pl

BUSINESS ANALYTICS SKILLS FOR THE FUTURE- PROOF SUPPLY CHAINS PROJECT

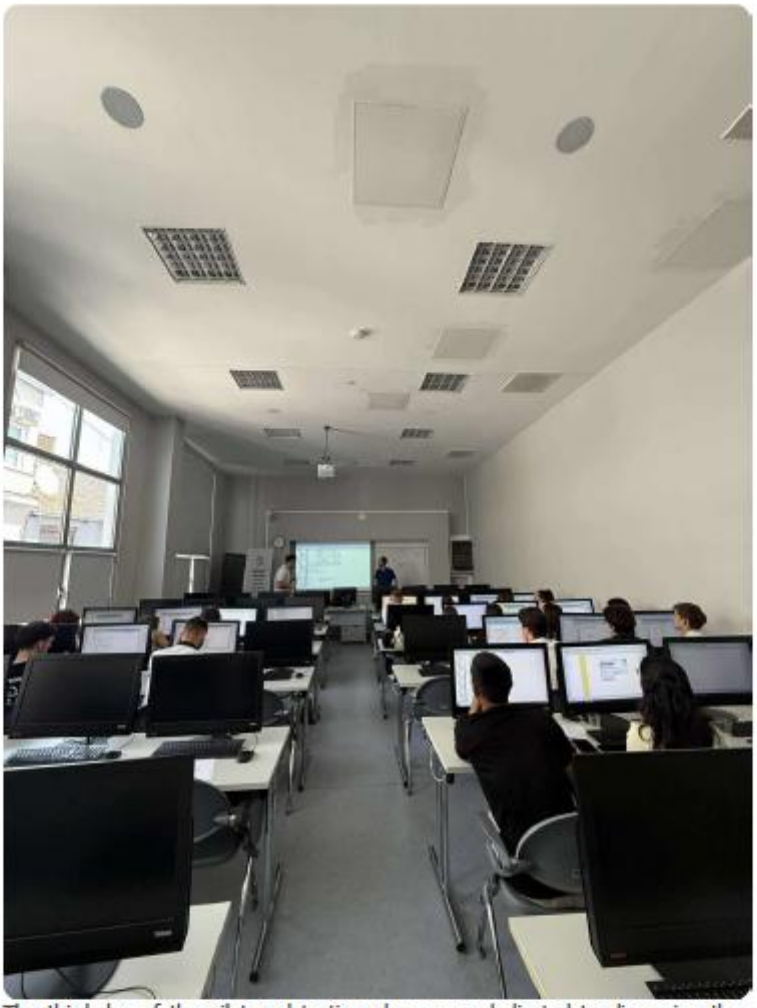
BAS4SC project news

Third training for students

After the completed two trainings course for, which took place in January 2025 in Celje and in April in Osijek, the Project Consortium organised a third, last training course for students. The subject of this training was to test materials in the area of using Statistical methods for analysing logistics data developed within WP3 of the BAS4SC Project. The third training was organised for students from the University of Novi Sad, University of Maribor, Josip Juraj Strossmayer University in Osijek, Poznan University of Technology and the University of Logistics. The event was organised again by the University of Josip Juraj Strossmayer in Osijek, Croatia on 02-06.06.2025 and was attended by 21 students and 8 representatives from partner universities.

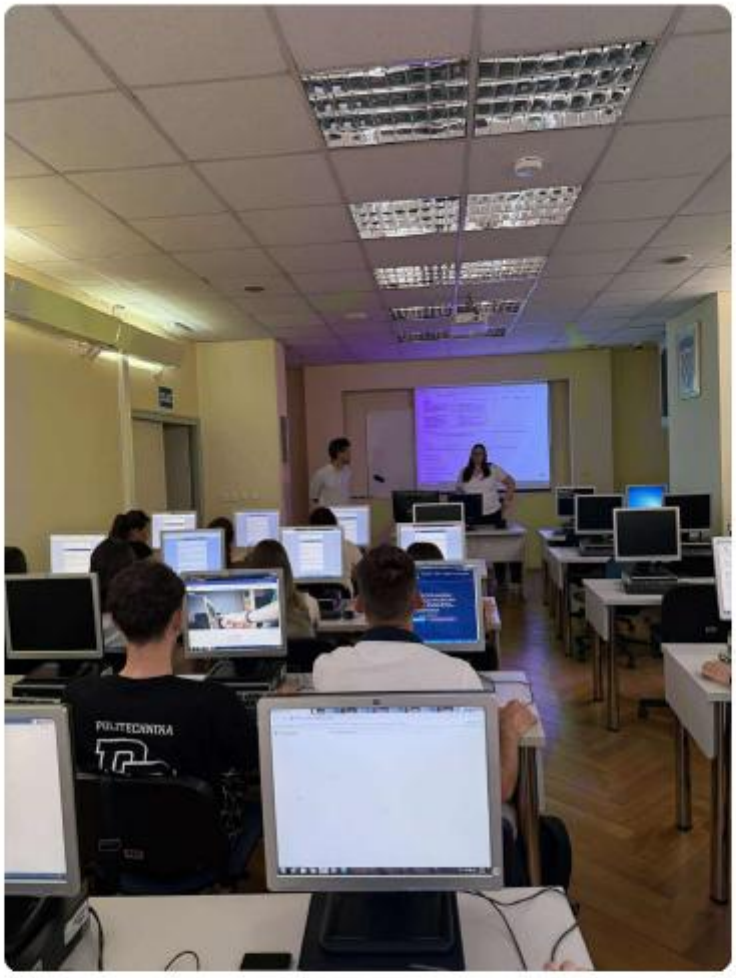
The object of the training was to present to the students the materials developed within WP3 of the BAS4SC Project in area C3: Statistical methods for analysing logistics data. On the first day of the training the organisers and the BAS4SC Project leader opened the event and discussed the Agenda of the remaining training days. In addition, the day was devoted to discussing the Project's assumptions and results so far, and introducing the students to the structure of the C3 course.

On the second day, Partners discussed Chapters 1-4 from the Statistical methods for analysing logistics data textbook. These topics mainly covered Introductory statistics, Statistics for Business Analytics, Data Management and Simulation modelling and analysis. On the day, students also took part in a workshop where the Consortium presented methods for solving tasks and how to use statistical tools. Students then proceeded to solve tasks covering the areas discussed. The day ended with a brief summary of the material discussed and the first part of the testing phase.



The third day of the pilot and testing phase was dedicated to discussing the following topics: Linear Regression with Single and Multiple Regressors, Introduction to Operations Research, Statistical data Processing SPSS and Business analytics foundations including R and SQL. After a theoretical introduction, students were introduced to the use of SPSS tools to solve practical tasks.

The fourth day of training included the presentation of the last two topics, namely Demand forecasting, visualizing and feature engineering of time series in supply chains and Artificial intelligence and machine learning in supply chain. The tools learned allowed students to solve practical tasks during the workshop. In addition, during the workshop, training participants took part in a decision-making game and then solved a case study developed by the Project Consortium within WP3.



During the fifth day of training, students took part in a competition during which they could test their acquired competences. At the end of the training, each student had the opportunity to evaluate the prepared materials both in terms of their accessibility, quality understood as coverage of the topics developed in the subject description sheets and editorial characteristics. The evaluation was carried out online via a quality assessment form by textbook and by lecture and exercise materials. Students were also given the opportunity to speak freely about each course.

The developed materials were evaluated very positively especially in terms of content, quality of developed materials and usability for business. Furthermore, any shortcomings suggested by the students participating in the training were eliminated from the developed content.

Next steps?

The next steps that await BAS4SC Partners are the organisation of the final competition during Conference in Poznan, Poland for students from Croatia, Poland, Serbia and Slovenia. The final conference will be organised in Poznan, Poland in September 2025. Furthermore, the competition is also aimed at students from outside the Partner Universities who have participated in Multiplier Events. Students that will take part in Final Competition will have the opportunity to test the acquired knowledge and skills of the 3 courses developed in WP3 and put them into practice. The competition will be divided into two stages. During the first stage Teams that will sign into Competition will deal with task – case study regarding materials prepared by Project Partners. Project Partner Students from Croatia, Slovenia, Serbia and Poland that took part in three workshops will also solve task within stage 1. Then all teams form Project Partners Universities and one best Team from outside the Project will compete in second stage of the Competition in Poznan University of Technology in September 2025.

If you would like to find out more, visit the BAS4SC project website:

Learn more

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Visit BAS4SC project on:

Wyższa Szkoła Logistyki, Estkowskiego 6, 61-755, Poznań, Poland Możesz wypisać się lub zmienić dane kontaktowe w dowolnym momencie.

Appendix 6

NEWSLETTER 6

September 2025

BAS4SC project website:

https://bas4sc.put.poznan.pl

BUSINESS ANALYTICS SKILLS FOR THE FUTURE-PROOF SUPPLY CHAINS PROJECT

BAS4SC project news

Conference concluding the student competition

After completing three training sessions for students, which took place in January 2025 in Celje and twice in Osijek, in April and June, the Project Consortium organised a conference concluding the student competition. The conference took place in Poznań on 17–18 September 2025 and was held in parallel with the international scientific Interlog Conference organised by the Faculty of Engineering Management of the Poznan University of Technology. The project event was attended by representatives of all partner universities, i.e. the University of Novi Sad, the University of Maribor, the Josip Juraj Strossmayer University in Osijek, the Poznan University of Technology and the Poznan School of Logistics, as well as students from Slovenia, Serbia, Croatia and Poland. The participants included 28 students and 15 representatives of partner organisations.

As part of the Conference, the Project Consortium organised the second phase of the competition for students, in which participants solved tasks using the knowledge acquired during training workshops organised in Slovenia and Croatia. The event was preceded by the first phase of the competition, which took place at the turn of June and July 2025, and selected the best teams of students invited to participate in the conference concluding the competition. Seven teams qualified for the second stage of the competition: four teams from Poland and one team each from Serbia, Croatia and Slovenia. The teams included the following:

- **NS Explorers** – University of Novi Sad;
- **LogiSquad** – University of Maribor;
- **The Croatian Logisticians** – Josip Juraj Strossmayer University in Osijek;
- **Laniakea Supernova** – Poznan University of Technology;
- **Brygada** – Poznan University of Technology;
- **Power Puffs Girls** – Poznan University of Technology;
- **Corlog** – Poznan School of Logistics.

On the first day of the Conference, all teams took part in workshops preparing them for the second phase of the competition, and then

proceeded to solve the task. The competition jury evaluated the completed tasks, also taking into account the results of the task solved in the first phase of the competition. The task was then evaluated by the Competition Committee consisting of representatives of all Partner Universities.

On the second day of the Conference, all student teams presented the results of the tasks completed in both the first and second stages of the Competition. Then, the Competition Jury announced the results during one of the Interlog Conference sessions, which made it possible to disseminate the results of the project to an even wider audience.

The winners of the competition were the following teams:

First place

🏆 **The Croatian Logisticians** 🏆

Second place

🥈 **Laniakea Supernova** 🥈

Third place

🥉 **Power Puff Girls** 🥉

We warmly congratulate the winners!

Next, students and representatives of partner universities took part in a special thematic session devoted to the results of the BAS4SC Project, focusing on business skills used in supply chain processes.

Next steps?

The next steps awaiting BAS4SC partners are the completion of the project and the implementation of the results achieved during the three-year cooperation of the Project Consortium into the existing educational programmes at the Partner Universities.

If you would like to learn more or download materials created as part of the Project, please visit the website BAS4SC:

Visit BAS4SC

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Visit BAS4SC project on:

Appendix 7

NEWSLETTER 7

September 2025

BAS4SC project website

https://bas4sc.put.poznan.pl

BUSINESS ANALYTICS SKILLS FOR THE FUTURE-PROOF SUPPLY CHAINS PROJECT

BAS4SC project news

Project Completion

The BAS4SC project is coming to an end. Since September 2022, the Project Consortium has completed its tasks, which culminated in a conference organised by the Poznań University of Technology on 17-18 September 2025.

The BAS4SC project, co-financed by the European Union, focused on modifying and improving existing university programmes in the field of business analytics in supply chain management processes. The BAS4SC project therefore aimed to develop courses that would enable even more effective use of business analytics. The project partners forming the consortium included the Poznan University of Technology (Poland) – project leader, the Poznan School of Logistics (Poland), the University of Maribor (Slovenia), Strossmayer University of Osijek (Croatia) and the University of Novi Sad (Serbia).

The first stage of the project involved the Consortium Partners conducting a comparative analysis of educational programmes implemented at universities located in Europe and the United States, followed by the development of survey questionnaires, which were sent to 464 students and 108 academic lecturers from Poland, Croatia, Serbia and Slovenia. In addition, a survey was also conducted among Croatian, Slovenian, Serbian and Polish companies. The survey, aimed at entrepreneurs, gathered 127 responses.

Project initiation meeting

The collected responses were used to identify gaps in competencies related to the use of business analytics in supply chain processes. These competencies were then divided into three areas:

- informatic skills;
- managerial skills;
- applied math and statistics skills;
- mathematical skills.


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Workshops for teachers

As a result of these activities, the Consortium developed a structure of three courses, the content of which covers the identified competence gap:

- C1: Advanced using of spreadsheet to analyze logistics data;
- C2: Business Intelligence;
- C3: Statistical methods for analysing logistics data.

Based on the created course cards, the Consortium Partners developed materials that fully cover the identified competence gap. The materials include, among others:

- 3 textbooks (one for each area);
- lecture materials;
- exercise (workshop) materials with practical examples and

- case study.

The third stage of the project involved the validation and piloting of the developed materials. The pilot phase began with training for 15 academic teachers, which took place in Poznan at the Poznan School of Logistics from 23 to 27 September 2024. During the first days of the training, academic teachers from Slovenia, Serbia, Croatia and Poland were trained in the structure of the courses and the materials developed, and then carried out a qualitative assessment of all outcomes.

In the next stage of the pilot phase, the Project Consortium began testing the developed content among students. The first teaching training course was organised for students from the University of Novi Sad, the University of Maribor, the Josip Juraj Strossmayer University in Osijek, the Poznan University of Technology and Poznan School of Logistics. The event was organised by the University of Maribor in Celje, Slovenia, on 13–17 January 2025. Twenty-two students and 13 representatives of partner universities took part in the event. The aim of the training was to present to students the materials developed as part of WP3 of the BAS4SC Project in the area of C1: Advanced use of spreadsheets for logistics data analysis.

First training course for students

The subject of the second training course for students was testing materials from the area of Business Intelligence use in supply chain process analytics developed as part of WP3 of the BAS4SC Project. The training was organised by Josip Juraj Strossmayer University in Osijek, Croatia, on 7–11 April 2025. The event was attended by 21 students and 8 representatives of partner universities.

Second training session for students

The latest training session for students was once again conducted by Josip Juraj Strossmayer University in Osijek, Croatia, on 2–6 June 2025. The event was attended by 21 students and 8 representatives of partner universities, and its purpose was to present to students the materials developed as part of WP3 of the BAS4SC Project in the area of C3: Statistical methods of logistics data analysis.

Third training session for students

The final part of the pilot phase included a conference organised by the Project Consortium, which concluded the student competition. The conference took place in Poznan on 17–18 September 2025. The event was attended by representatives of students and partners. Among the participants were 28 students representing universities in Serbia, Slovenia, Croatia and Poland, as well as 15 representatives of partner organisations.

End-of-project conference

The BAS4SC project enabled Partner Universities to implement comprehensive educational programmes in the field of supply chain business analytics into their existing educational programmes. The textbooks, lecture materials, exercises, assignments and case studies developed are of great value to both the universities and the students who use them, responding to the changing requirements for the skills acquired during their studies. Thanks to open access to the materials, the benefits gained by students in European countries will constitute the added value of the completed project.

The project partners also repeatedly carried out dissemination activities by organising additional dissemination events – Multiplier Events – aimed at reaching the widest possible audience among both students and European universities themselves. A total of 17 dissemination events were organised, attended by 438 people. Dissemination activities were also carried out on social media, including Facebook, LinkedIn and Instagram.

The results of the BAS4SC project make a significant contribution to the education of future logistics and supply chain managers thanks to a tailored curriculum covering key business analytics skills. Thanks to their comprehensive nature, the materials created effectively bridge the gap observed by the Consortium Partners. All project results, i.e. books, lecture materials, exercises and case studies, are available both to universities, which can use them in their educational programmes to improve the analytical skills of their students, and directly to students. The materials are available in five languages: English, Polish, Serbian, Slovenian and Croatian at: https://enauka.put.poznan.pl/course/view.php?id=259#section-1.

If you would like to learn more or download materials created as part of the Project, please visit the website BAS4SC:

Visit website

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Visit BAS4SC project on:

Wyższa Szkoła Logistyki, Estkowskiego 6, 61-755, Poznań, Poland

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