

## Course Descriptions Master 2017-2018

Course Title Data Analytics in Practice

Course Code EBC4135

ECTS Credits 6,5

Assessment None

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	4	5-2-2018	6-4-2018			X		

Level Advanced

Coordinator Wilko Letterie For more information: [w.letterie@maastrichtuniversity.nl](mailto:w.letterie@maastrichtuniversity.nl)

Language of instruction English

Goals Introduction in advanced quantitative research methods in business (marketing, logistics, organisation, accounting, strategy, information management, behavioural finance).

Description The Advanced QMBR consists of two courses (EBC4134 and EBC4135). This course (EBC4135) will cover research topics like:  
Hazard rate analysis  
Panel data analysis  
Meta analysis  
Multi level analysis  
Count data models  
Identification strategies

Literature Articles and Book chapters

Prerequisites Only open for RM students and PhD students!!!  
1) General course in Business statistics or market research. 2) Knowledge of correlation and regression analysis, and ANOVA. 3) Hands on experience with statistical software (f.i. SPSS).

Teaching methods PBL / Presentation / Assignment / Groupwork

Assessment methods Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Master Business Research

Compulsory Courses