Course Descriptions Exchange 2018-2019

Course Title	Business intelligence case studies
Course Code	EBC4107
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	29-10-2018	21-12-2018	X			X	
5	15-4-2019	7-6-2019	X			X	

Level	Advanced
Coordinator	Marianne Peeters For more information:m.peeters@maastrichtuniversity.nl
Language of instruction	English
Goals	This course aims at getting hands-on experience in analysing managerial decision processes based on available data from real-life cases.
Description	This course treats the theory and practice of Business Intelligence. Tools for the analysis of data are discussed, as well as methods for discovering knowledge from information and using this knowledge for intelligent decision making. Methods for the analysis of data are presented, from current data mining toolboxes. We study how (and how not) to build predictive models to extract information from large data bases and how to interpret the more efficiently and to develop new services for the organizations that provide the data. The course consists of applying up-to-data data mining techniques on real-life problems. These techniques will be implemented with modern software tools (SAS, SPSS modeler, Tableau, WEKA, XLMiner). Cases are selected from the literature and our own research experience.
Literature	* Data Science for Business, What You Need to Know about Data Mining and Data-Analytic Thinking, by Foster Provost and Tom Fawcett, O' Reilly Media 2013, ISBN 978-1-4493-6132-7, EBook ISBN 978-1-4493-6131-0 (not compulsory). * Other materials, i.e. articles, will be made available through Student Portal.
Prerequisites	Basic statistics.
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Final Paper / Participation
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	IB Electives
Master Business Research - Operations Research	IB Electives
Master Human Decision Science	Electives
Master International Business - Accountancy	Electives
Master International Business - Controlling	Electives
Master International Business - Entrepreneurship and SME Management	Electives
Master International Business - Information Management and Business Intelligence	Compulsory Courses
Master International Business - Organisation: Management, Change and Consultancy	Electives
Master International Business - Strategic Corporate Finance	Electives
Master International Business - Strategy and Innovation	Electives
Master International Business - Sustainable Finance	Electives
Master Information and Network Economics	Business Electives
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses