

## Course Descriptions Master 2021-2022

Course Title Data Analytics (Entrepreneurship/Marketing/Organisation)

Course Code EBC4265

ECTS Credits 6,5

Assessment Whole/Half Grades

| Period | Start     | End        | Mon | Tue | Wed | Thu | Fri |
|--------|-----------|------------|-----|-----|-----|-----|-----|
| 1      | 30-8-2021 | 15-10-2021 |     | X   |     |     | X   |
| 4      | 31-1-2022 | 25-3-2022  |     | X   |     |     | X   |

Level no level

Coordinator Gerard Pfann, Rachel Pownall, Emir Efendic For more information: g.pfann@maastrichtuniversity.nl; r.pownall@maastrichtuniversity.nl; e.efendic@maastrichtuniversity.nl

Language of instruction English

Goals

Description It is essential in today's digital and global business world to acquire an in-depth understanding and knowledge of data analytics methods. Analytical skills are critical in providing relevant, accurate and timely information for decision making in a dynamic and global business environment. In order to provide participants with the necessary data analytical skills, we introduce them to relevant data analytical methods, show them how to apply these methods, how to interpret their findings, and present and communicate these findings. After providing an introduction to data analytics, we will focus on core data analytical techniques such as ANOVA and regression analysis. We will then extend the participants' knowledge and insights by covering more advanced data analytics, such as factor analysis and structural equation modelling, limited dependent variables, time series analysis and panel analysis. We will use R as the analysis platform for this course. R is open source, and allows the application of a wide variety of data analytics on the same platform.

Literature

Prerequisites

Keywords

Teaching methods

Assessment methods

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 Human Decision Science  | Elective Course(s)   |
| Master International Business - Entrepreneurship and Business Development        | Compulsory Course(s) |
| Master International Business - Marketing-Finance                                | Compulsory Course(s) |
| Master International Business - Organisation: Management, Change and Consultancy | Compulsory Course(s) |
| Master International Business - Strategic Marketing                              | Compulsory Course(s) |