

Course Descriptions Master 2023-2024

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	4-9-2023	20-10-2023		X			X
4	5-2-2024	28-3-2024		X			X

Level no level
 Coordinator Stavros Ipeksidis For more information:s.ipeksidis@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

This course is in transition.
 The following rule applies to students from the following programmes, who started the programme prior to academic year 2023/24.
 Master Human Decision Science
 Master International Business - Entrepreneurship and Business Development
 Master International Business - Marketing-Finance
 Master International Business - Organisation: Management, Change and Consultancy
 Master International Business - Strategic Marketing
 TRANSITIONAL REGULATION (EBC4265):
 In period 1 of AY23/24 students can repeat education for EBC4265, in period 4 of AY23/24 students are allowed to repeat the examination or students can replace EBC4265 with (Research in International Business) EBC4280 as from AY23/24

Use Ask SBE to register.

See the Transitional Regulations section in the Master Education and Examination Regulations for more information.

Keywords
 Teaching methods
 Assessment methods
 Evaluation in previous academic year
 This course belongs to the following programme / specialisation

Attendance / Participation / Take home exam
 For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>
 Transitional Regulations See prerequisites