

Course Descriptions Bachelor 2024-2025 DRAFT

Course Title	eLab Business Case I							
Course Code	EBC1049							
ECTS Credits	6,5							
Assessment	Whole/Half Grades							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	5	14-4-2025	8-6-2025		X		X	
Level	Introductory							
Coordinator	Peter Schotman, Anne ter Braak For more information:p.schotman@maastrichtuniversity.nl; a.terbraak@maastrichtuniversity.nl							
Language of instruction	English							
Goals	<ul style="list-style-type: none">* Students can extract information from third-party databases containing secondary firm data.* Students can perform basic descriptive and visual analysis on extracted data.* Students can perform cross-sectional and dynamic analyses regarding firms' marketing and financial performance.							
Description	<p>The eLab Business Case I course aims to combine the skills you learned in the previous courses during the year to solve central business problems. During the course you will apply analytic tools and software skills to datasets containing financial information and information on marketing spending. The course builds on knowledge you have acquired in previous courses, such as data visualization, regression and clustering. Your goal will be to use these tools to support management on various questions about firm performance. At the same time, you will learn how to gather secondary data yourself from academic databases and open web sources. This competence can for example be useful when you are writing your bachelor's thesis or analytic courses that require data as input. Knowing which data is available from existing databases, and how to extract and prepare such data, then is a crucial skill before any analysis can be performed.</p>							
Literature	Based on courses earlier in year 1.							
Prerequisites								
Keywords								
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork / Skills							
Assessment methods	Attendance / Written Exam / Assignment							
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	Bachelor Business Analytics			Year 1 Compulsory Course(s)				