

Course Descriptions Bachelor 2021-2022

Course Title eLab Business Case I

Course Code EBC1049

ECTS Credits 6,5

Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	11-4-2022	3-6-2022		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

- * 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 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.

Literature Based on courses earlier in year 1.

Prerequisites

Keywords

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Attendance / Written Exam / Assignment / Computer test / Presentation

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)