

## Course Descriptions Master 2019-2020

Course Title Business Intelligence Case Studies  
 Course Code EBC4107  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

| Period | Start      | End        | Mon | Tue | Wed | Thu | Fri |
|--------|------------|------------|-----|-----|-----|-----|-----|
| 2      | 28-10-2019 | 20-12-2019 | X   |     |     | X   |     |
| 5      | 14-4-2020  | 5-6-2020   | X   |     |     | X   |     |

Level Advanced

Coordinator Burak Can For more information: [b.can@maastrichtuniversity.nl](mailto:b.can@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-date 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.  
 \* 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 / 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

|  |                                   |
|--|-----------------------------------|
| Master Business Research - No specialisation                                     | Year 1 Disc - IB Inf Mgmt Bus Int |
| Master Business Research - Operations Research                                   | Year 1 Elective Course(s)         |
| Master Business Research - Operations Research                                   | Year 2 Elective Course(s)         |
| Master Human Decision Science  | Elective Course(s)                |
| Master International Business - Accountancy                                      | Elective Course(s)                |
| Master International Business - Controlling                                      | Elective Course(s)                |
| Master International Business - Entrepreneurship and SME Management              | Elective Course(s)                |
| Master International Business - Information Management and Business Intelligence | Compulsory Course(s)              |
| Master International Business - Organisation: Management, Change and Consultancy | Elective Course(s)                |
| Master International Business - Strategic Corporate Finance                      | Elective Course(s)                |
| Master International Business - Strategy and Innovation                          | Elective Course(s)                |
| Master International Business - Sustainable Finance                              | Elective Course(s)                |
| Master Information and Network Economics   | Business Electives                |
| SBE Exchange Master  | Master Exchange Courses           |
| SBE Non Degree Courses   | Master Courses                    |