

Course Descriptions Master 2018-2019

Course Title Data Analytics in Practice
Course Code EBC4135
ECTS Credits 6,5
Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	4-2-2019	5-4-2019			X		

Level Advanced
Coordinator Gerard Pfann For more information: g.pfann@maastrichtuniversity.nl
Language of instruction English
Goals To further knowledge in advanced research methods in business (marketing, logistics, organisation, accounting, strategy, information management, behavioural finance).
Description In this course students have the possibility to advance their knowledge and experience in research methods relevant to the scientific area of their interest.
Literature Articles and Book chapters
Prerequisites Only open for RM students and PhD students!!!
1) Advanced course in business statistics or market research.
2) Hands on experience with statistical software (f.i. SPSS).
Teaching methods PBL
Assessment methods Final Paper
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 Compulsory Courses