

Course Descriptions Master 2021-2022

Course Title Data Visualization

Course Code EBC4225

ECTS Credits 5,0

Assessment Whole/Half Grades

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

Level Advanced

Coordinator Lars Rieser For more information: l.rieser@maastrichtuniversity.nl

Language of instruction English

Goals This course is an introduction to the field of Data Visualization. Students will learn the fundamentals of data visualization. We will study different visualization methods and discuss how they can be used to visualize and explore quantitative datasets effectively. We will evaluate several approaches and learn how human perception interprets visualized data in various different ways.

Description Over the last decades organizations have started to accumulate enormous amounts of data both through their internal information systems as well as from external sources such as sensors or external vendors. While this data is partly used to support algorithmic and automated decision-making, many tasks still require a human in the decision-making process. For these types of processes, it often becomes necessary to present complex, multidimensional datasets in a way that supports knowledge discovery or understanding. To do so efficiently and effectively, visualization designers need to have a fundamental understanding of the principles governing human visual perception as well as how to translate these principles into best practices. In this course students will develop both, academic skills related to the systematic and scientific design of visualizations as well as practical knowledge on how to implement these theoretical skills using the Tableau Desktop Software Package.

Literature Textbook, Academic Articles

Prerequisites There are no formal prerequisites.

Keywords

Teaching methods Lecture / Groupwork

Assessment methods Final Paper / Participation / 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

Master Business Intelligence and Smart Services Core Course(s)