

# Course Descriptions Master 2020-2021

Course Title Data Analytics (Accounting/Finance/Strategy)  
 Course Code EBC4263  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	31-8-2020	16-10-2020		X			X
4	1-2-2021	26-3-2021		X			X

Level no level  
 Coordinator Gerard Pfann For more information: [g.pfann@maastrichtuniversity.nl](mailto:g.pfann@maastrichtuniversity.nl)  
 Language of instruction English

**Goals**

PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS.

It is essential in today's digital and global business world to acquire an in-depth understanding and knowledge of data analytics methods. Analytical skills are critical in providing relevant, accurate and timely information for decision making in a dynamic and global business environment. In order to provide participants with the necessary data analytical skills, we introduce them to relevant data analytical methods, show them how to apply these methods, how to interpret their findings, and present and communicate these findings. After providing an introduction to data analytics, we will focus on core data analytical techniques such as ANOVA and regression analysis. We will then extend the participants' knowledge and insights by covering more advanced data analytics, such as factor analysis and structural equation modelling, limited dependent variables, time series analysis and panel analysis. We will use R as the analysis platform for this course. R is open source, and allows the application of a wide variety of data analytics on the same platform.

**Literature**  
**Prerequisites**  
**Keywords**  
**Teaching methods**  
**Assessment methods**

**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 Acc. and Bus. Inf. Tech.
Master Business Research - No specialisation	Year 1 Disc - IB Accounting and Control
Master Business Research - No specialisation	Year 1 Disc - IB Mng. Decision-Making and Control
Master Business Research - No specialisation	Year 1 Disc - IB Strategic Corporate Finance
Master Business Research - No specialisation	Year 1 Disc - IB Strategy and Innovation
Master Business Research - No specialisation	Year 1 Disc - IB Sustainable Finance
Master Human Decision Science	Elective Course(s)
Master International Business - Accounting and Business Information Technology	Compulsory Course(s)
Master International Business - Managerial Decision-Making and Control	Compulsory Course(s)
Master International Business - Accounting & Control (parttime/NL)	Compulsory Course(s)
Master International Business - Strategic Corporate Finance	Compulsory Course(s)
Master International Business - Strategy and Innovation	Compulsory Course(s)
Master International Business - Sustainable Finance	Compulsory Course(s)