Course Descriptions None 2013-2014

Course Title	Business intelligence case studies
Course Code	EBC4107
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	28-10-2013	20-12-2013	X			X	
5	14-4-2014	6-6-2014	X			X	

Level	Advanced
Coordinator	Stan van Hoesel For more information:s.vanhoesel@maastrichtuniversity.nl
Language of instruction	English
Goals	This skill aims at getting hands-on experience in analysing managerial decision processes, using available data, and using quantitative techniques for decision making.
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. The first part of the theory consists of Business Performance Management, including Quality Management, and business analytics. We create dash-boards on which management can base its strategic decisions. Cases are taken from Health care management, and hotel quality management. Revenue (or yield) management in the services industry completes the first part. One case from practice is how yield maximization at Ryanair is performed; another one uses simulation to analyse the profitability of investments in a building for office rental. A third case analyses and optimizes the product portfolio of a telecom operator. The second part consists of applying up-to-date data mining techniques. These techniques will be implemented and used with Excel based software. We study how (and how not) to extract information from large data bases with techniques such as clustering, neural networks, and decision trees. Cases are selected from the literature and our own research experience:, a financial institution develops a tool for mortgage acceptance . Note: a selection of four or five cases is made from the set mentioned here, and newly developed cases based on current topical developments.
Literature	Articles available through ELEUM. Text book for the second part: Data mining for business intelligence, by Shmueli et al.
Prerequisites	Basic mathematics, statistics and finance.
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Final Paper / Participation
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	IB Electives
Master Business Research Track OR	IB Electives
Master Human Decision Science	Electives
Master International Business Track Accountancy	Electives
Master International Business Track Controlling	Electives
Master International Business Track Entrepreneurship	Electives
Master International Business Track Finance	Electives
Master International Business Track Information Management and Business Intelligence	Information Management & Business Intelligence
Master International Business Track Organisation	Electives
Master International Business Track Strategy and Innovation	Electives
Master Information and Network Economics	Business Electives
SBE Exchange Master	Master Courses
SBE Non Degree Courses	Master Courses