Course Descriptions None 2017-2018

Course Title	Business intelligence case studies
Course Code	EBC4107
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	30-10-2017	22-12-2017	X			X	
5	16-4-2018	8-6-2018	X			X	

Level	Advanced
Coordinator	Marianne Rutten For more information:m.peeters@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-data 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	Articles available through Student Portal.
Prerequisites	Basic statistics.
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 Specialisation Accountancy	Electives
Master International Business Specialisation Controlling	Electives
Master International Business Specialisation Entrepreneurship and SME Management	Electives
Master International Business Specialisation Information Management and Business Intelligence	Compulsory Courses
Master International Business Specialisation Organisation: Management, Change and Consultancy	Electives
Master International Business Specialisation Strategic Corporate Finance	Electives
Master International Business Specialisation Strategy and Innovation	Electives
Master International Business Specialisation Sustainable Finance	Electives
Master Information and Network Economics	Business Electives
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses