

## Course Descriptions None 2020-2021

Course Title eLab Business Case I  
Course Code EBC1049  
ECTS Credits 6,5  
Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	12-4-2021	28-5-2021		X		X	

Level no level

Coordinator Peter Schotman, Anne ter Braak For more information: [p.schotman@maastrichtuniversity.nl](mailto:p.schotman@maastrichtuniversity.nl);  
[a.terbraak@maastrichtuniversity.nl](mailto:a.terbraak@maastrichtuniversity.nl)

Language of instruction English

Goals  
\* Students can extract information from third-party databases containing secondary firm data.  
\* Students can perform basic descriptive and visual analysis on extracted data.  
\* Students can perform cross-sectional and dynamic analyses regarding firms' marketing and financial performance.

Description 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. The business case in hand addresses typical data sets for ranking e.g. ranking of products, services, universities, journals, etc. Students will receive access to the contemporary data environments provided and maintained by IDS. The data sets are massive and reach. The students are asked to rank a set of items by arranging the items according to the customer preferences and/or sentiment.

Literature Based on courses earlier in year 1.

Prerequisites

Keywords

Teaching methods PBL / Lecture / Assignment / Skills

Assessment methods Final Paper / Assignment / Presentation

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

Bachelor Business Analytics

Year 1 Compulsory Course(s)