Course Descriptions None 2021-2022

Course Title	Data Analytics (IMBI/SCM)
Course Code	EBC4264
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	30-8-2021	15-10-2021		X			X
4	31-1-2022	25-3-2022		X			X

Level	no level
Coordinator	Gerard Pfann, Rachel Pownall, Etiënne Wijler For more information:g.pfann@maastrichtuniversity.nl; r.pownall@maastrichtuniversity.nl; e.wijler@maastrichtuniversity.nl
Language of instruction	English
Goals	
Description	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 Human Decision Science	Elective Course(s)
Master International Business - Information Management and Business Intelligence	Compulsory Course(s)
Master International Business - Supply Chain Management	Compulsory Course(s)