Course Descriptions None 2022-2023

Course Title	Data Analytics for DBE
Course Code	EBC4271
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	5-9-2022	21-10-2022			X		X

Level	no level
Coordinator	Alexander Grigoriev For more information:a.grigoriev@maastrichtuniversity.nl
Language of instruction	English
Goals	The course introduces conventional quantitative techniques for business decision making and obtaining hands-on experience in analysing business processes using available data and quantitative techniques. After successfully finishing this course, students will be able to: * List several data analytics methods. * Analyse data by using data science concepts. * Demonstrate understanding by developing and explaining how data can be used to provide new insights into business and create value for the business. * Translate business problems into canonical data mining tasks and study business problems from a data perspective. * Interpret and communicate application results from data science concepts in a business context.
Description	PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. A RE-EMERGENCE OF THE CORONAVIRUS AND NEW COUNTERMEASURES BY THE DUTCH GOVERNMENT MIGHT FORCE COORDINATORS 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. This course introduces data analytics methods which are often used to support business decisions, particularly data-intensive decision problems. Data science topics such as predictive modelling, data mining, different types of modelling problems, model evaluation and model deployment are discussed. This course relates to several application areas where business problems are studied from a data perspective, business decision making is supported using systematic data analysis. Examples of applications are operations, manufacturing, supply-chain management, customer behaviour modelling, marketing campaign performance, workflow procedures, and so on. Many decision problems in these application areas are characterized by large uncertainty in data. Uncertainty modelling techniques, discussed in this course, are designed to support data driven analysis under these circumstances.
Literature	
Prerequisites	
Keywords	
Teaching methods	
Assessment methods	Written Exam
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 Digital Business and Economics	Compulsory Course(s)