

## Course Descriptions None 2023-2024

Course Title Data Analytics (Entrepreneurship/Marketing/Organisation)

Course Code EBC4265

ECTS Credits 6,5

Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	4-9-2023	20-10-2023		X			X
4	5-2-2024	28-3-2024		X			X

Level no level

Coordinator Stavros Ipeksidis For more information:s.ipeksidis@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 This course is in transition.

The following rule applies to students from the following programmes, who started the programme prior to academic year 2023/24.

Master Human Decision Science

Master International Business - Entrepreneurship and Business Development

Master International Business - Marketing-Finance

Master International Business - Organisation: Management, Change and Consultancy

Master International Business - Strategic Marketing

TRANSITIONAL REGULATION (EBC4265):

In period 1 of AY23/24 students can repeat education for EBC4265, in period 4 of AY23/24 students are allowed to repeat the examination or students can replace EBC4265 with (Research in International Business) EBC4280 as from AY23/24

Use Ask SBE to register.

See the Transitional Regulations section in the Master Education and Examination Regulations for more information.

Keywords

Teaching methods

Assessment methods

Attendance / Participation / Take home 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

Transitional Regulations

See prerequisites