Course Descriptions None 2024-2025

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
5	14-4-2025	8-6-2025	X			X	

Level	Advanced
Coordinator	Mohsen Pourpounehnajafabadi For more information:m.pourpouneh@maastrichtuniversity.nl
Language of instruction	English
Goals	This course aims at providing students with tools and experience to analyse real-life data for a real-time, sensitive business intelligence case-study.
Description	This course is highly technical, and treats the practical aspects of producing real-life Business Intelligence, as well as covering the computational tools to implement this. Tools for the analysis of data are discussed, focusing on tools which emphasise the importance of uncertainty in intelligent decision-making. We study how (and how not) to build predictive models to frequently extract information from dynamic data, and how to interpret these methods and summaries intuitively and efficiently develop new services for the organisations that provide the data. These techniques will be implemented with the R open-source software. Cases are selected from the literature and our own research experience.
Literature	* Kruschke, J. (2014). Doing Bayesian data analysis: A tutorial with R, JAGS, and Stan. * https://mc-stan.org/users/documentation/ * Gelman, A., Carlin, J. B., Stern, H. S., Dunson, D. B., Vehtari, A., & Rubin, D. B. (2013). Bayesian Data Analysis. CRC Press. * Other materials will be made available through Student Portal.
Prerequisites	This course has been cancelled for the master Digital Business and Economics. See the Master Education and Examination Regulations for more information. This course is in transition for the master Business Research. See the Master Education and Examination Regulations for more information. The following rule applies to master Business Research students who started the programme prior to academic year 2024-2025. TRANSITIONAL REGULATION (EBC4107): The master Business Research has been discontinued. Courses of the Business Research master's programme will continue to be offered until and including academic year 2025-2026 with exam opportunities running until and including 2026-2027. PREREQUISITES: * Basic Statistics * Regression * Basic R
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Final Paper / Participation / 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

Master Business Research - No specialisation	Transitional Regulation
Master Business Research - Operations Research	Transitional Regulation
Master Digital Business and Economics	Cancelled
Master Human Decision Science	Elective Course(s)
Master International Business - Accounting and Business Information Technology	Elective Course(s)
Master International Business - Entrepreneurship and Business Development	Elective Course(s)
Master International Business - Managerial Decision-Making and Control	Elective Course(s)
Master International Business - Information Management and Business Intelligence	Compulsory Course(s)
Master International Business - Marketing-Finance	Elective Course(s)
Master International Business - Organisation: Management, Change and Consultancy	Elective Course(s)
Master International Business - Strategic Corporate Finance	Elective Course(s)
Master International Business - Strategic Marketing	Elective Course(s)
Master International Business - Strategy and Innovation	Elective Course(s)
Master International Business - Supply Chain Management	Elective Course(s)
Master International Business - Sustainable Finance	Elective Course(s)
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses