Course Descriptions None 2025-2026

Course Title	Introduction to Business Analytics
Course Code	EBC1042
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	1-9-2025	17-10-2025	X		X		

Level	no level
Coordinator	Martin Carree For more information:m.carree@maastrichtuniversity.nl
Language of instruction	English
Goals	* Student learn some basics of data-analytic thinking and how it relates to business. * Students learn how to apply (simple) techniques to datasets/cases. * Students see the interconnection between business and data analytics. * Students can make defendable choices in (simple) data-analytic problems. * Students can investigate a case (firm) in the industry and present their results. * Students are able to communicate their findings during a group presentation. * Students are able to successfully execute a group project plus act as chairman.
Description	The course serves as an introduction to the bachelor programme. It introduces how business and data science are connected. The course follows a textbook for aspiring data scientists and introduces all kinds of techniques and considerations without going in much detail. Examples of topics include clustering, prediction, visualization, ranking, privacy, etc. There is a matching case used throughout the course to clarify how certain techniques may be used and how firms could benefit from data science solutions. The course indicates the type of business challenges where data analytics can play a fruitful role for businesses to succeed. The course does not involve elaborate programming. Formative assessment: Feedback Summative assessment: Exam, two reports, participation, group presentation and group project
Literature	
Prerequisites	
Keywords	
Transitional Regulations	
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

Bachelor Business Analytics	Year 1 Compulsory Courses