

## Course Descriptions None 2026-2027

Course Title Data Analytics in Practice  
 Course Code EBC4135  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	1-2-2027	25-3-2027					

Level Advanced  
 Coordinator Gerard Pfann For more information: [g.pfann@maastrichtuniversity.nl](mailto:g.pfann@maastrichtuniversity.nl)  
 Language of instruction English  
 Goals To further knowledge in advanced research methods in business (marketing, logistics, organisation, accounting, strategy, information management, behavioural finance).  
 Description In this course students have the possibility to advance their knowledge and experience in research methods relevant to the scientific area of their interest.  
 Literature Articles and Book chapters.  
 Prerequisites \* Advanced course in business statistics or market research.  
 \* Hands on experience with statistical software (f.i. SPSS; STATA; EViews).  
 Transitional Regulations  
 <div class="trreg"><ul class="trcohorts"><li>Master Business Research - No specialisation</li></ul><ol><li>In 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.</li><li>In 2026-2027 exam/resit opportunities are offered.</li><li>From 2027-2028 onwards, the course is cancelled.</li></ol><table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2024-2025 - 2025-2026</td><td>X</td><td>X</td><td>&nbsp;</td></tr><tr><td>2026-2027</td><td>&nbsp;</td><td>X</td><td>&nbsp;</td></tr><tr><td>2027-2028 onwards</td><td>&nbsp;</td><td>&nbsp;</td><td>&nbsp;</td></tr></tbody></table></div>  
 Teaching methods PBL  
 Assessment methods Final Paper  
 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      In transition - Year 1 Compulsory Courses