Course Descriptions None 2026-2027

Course Title	eLab Business Case II
Course Code	EBC2182
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	12-4-2027	4-6-2027		X			X

Level	no level
Coordinator	Tom van der Zanden For more information:t.vanderzanden@maastrichtuniversity.nl
Language of instruction	English
Goals	* Students demonstrate a thorough academic understanding of accounting and operations management, necessary for analyzing business problems in each field. * Students should be able to form conclusions to business problems on the basis of evidence-based reasoning. Students should be able to apply and combine different techniques, models and theories in analyzing the business problem. * Students are able to select relevant targets in their technical analysis of business problems. Students are able to interpret the output of the analyses and identify their shortcomings. * Students are aware of the limitations of their methology, and can signal how this impacts their drawn conclusions. Students need to balance mathematical considerations with the underlying economic reality. * Students consider the social nature of the business problem in their analysis, and include the social objective in their conclusions. * Students are able to respond to feedback from colleagues and revise their planned analyses to better tackle the business problem. Students tackle subproblems to solve a larger problem. Students give feedback themselves to their peers. * Students are able to work in teams and jointly analyze business problems.
Description	Using modern GIS (geographic information systems) tools, students visualise some characteristics of geographic areas in a static and dynamic fashion. For instance, traffic on the roads, pollution in geographic areas, and crime maps are the typical output of such visualisations. The goal is to discover commonalities and patterns when observing several layers of geographic maps and moreover making operational decisions on e.g. traffic management, location of facilities, crime prevention, etc. The course wraps up all business related courses of the year and algorithmic approaches in a final complex product, typically a decision support system for respective decision makers. Formative assessment: Feedback by tutors and peers during tutorial meetings Summative assessment: Final project reports and presentations Instructional approach: Frequent tutorial meetings during the analysis of the two broad projects in which progress is presented
Literature	
Prerequisites	
Keywords	
Transitional Regulations	
Teaching methods	
Assessment methods	Final Paper / Assignment / 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	
Bachelor Business Analytics	Year 2 Compulsory Courses