

Course Descriptions NonDegree 2019-2020

Course Title Business Analysis
 Course Code EBC4104
 ECTS Credits 6,5
 Assessment Whole/Half Grades
 Period

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|----------|------------|-----|-----|-----|-----|-----|
| 1 | 2-9-2019 | 25-10-2019 | | X | | X | |
| 4 | 3-2-2020 | 3-4-2020 | | X | | X | |

Level Advanced

Coordinator Alexander Grigoriev For more information: a.grigoriev@maastrichtuniversity.nl

Language of instruction English

Goals Knowledge of crucial theoretical tools for analysing the data and managerial decision making. Ability to translate a verbal fuzzy description of a business problem into the mathematical model.

Description This course deals with a toolbox from econometrics and applied operations research. Particularly, the following quantitative methods are extensively discussed:

1. Forecasting
2. Regression analysis
3. Time series
4. Linear programming
5. Integer linear programming
6. Simulations
7. Multiobjective optimization

Besides, students learn how to read manuscripts on the level of current scientific standards, and give presentations using the advanced quantitative reasoning in managerial decision making.

Literature J.E. Hanke and D.W. Wichern, Business forecasting, International Edition, Pearson Education.
 C.T. Ragsdale, Managerial Decision Modeling, Thomson South-Western.
 Research papers.

Prerequisites Moderate mathematical and statistical skills and ability to understand quantitative models and concepts. An advanced level of English.

Teaching methods PBL / Presentation / Assignment / Papers / Groupwork / Research

Assessment methods Participation / Written Exam / Assignment

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

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|--|-----------------------------------|
| Master Business Research - No specialisation | Year 1 Disc - IB Inf Mgmt Bus Int |
| Master Business Research - No specialisation | Year 2 Methodology Elective(s) |
| Master Business Research - Operations Research | Year 1 Elective Course(s) |
| Master Business Research - Operations Research | Year 2 Elective Course(s) |
| Master International Business - Accountancy | Elective Course(s) |
| Master International Business - Controlling | Elective Course(s) |
| Master International Business - Entrepreneurship and SME Management | Elective Course(s) |
| Master International Business - Information Management and Business Intelligence | Compulsory 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 - Strategy and Innovation | Elective Course(s) |
| Master International Business - Sustainable Finance | Elective Course(s) |
| SBE Exchange Master | Master Exchange Courses |
| SBE Non Degree Courses | Master Courses |