

Course Descriptions Master 2020-2021

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	1-2-2021	26-3-2021			X		

Level Advanced

Coordinator Gerard Pfann For more information: 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 PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. 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 Only open for RM students and PhD students!!!

- 1) Advanced course in business statistics or market research.
- 2) Hands on experience with statistical software (f.i. SPSS; STATA; EIEWS).

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 Year 1 Compulsory Course(s)