

Course Descriptions Master 2020-2021

Course Title Data Analytics (Entrepreneurship/Marketing/Organisation)
 Course Code EBC4265
 ECTS Credits 6,5
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	31-8-2020	16-10-2020		X			X
4	1-2-2021	26-3-2021		X			X

Level no level
 Coordinator Gerard Pfann For more information: g.pfann@maastrichtuniversity.nl
 Language of instruction English

Goals

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. 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.

It is essential in today's digital and global business world to acquire an in-depth understanding and knowledge of data analytics methods. Analytical skills are critical in providing relevant, accurate and timely information for decision making in a dynamic and global business environment. In order to provide participants with the necessary data analytical skills, we introduce them to relevant data analytical methods, show them how to apply these methods, how to interpret their findings, and present and communicate these findings. After providing an introduction to data analytics, we will focus on core data analytical techniques such as ANOVA and regression analysis. We will then extend the participants' knowledge and insights by covering more advanced data analytics, such as factor analysis and structural equation modelling, limited dependent variables, time series analysis and panel analysis. We will use R as the analysis platform for this course. R is open source, and allows the application of a wide variety of data analytics on the same platform.

Literature
Prerequisites
Keywords
Teaching methods
Assessment methods

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 Disc - IB Entrepreneurship and Bus. Dev.
Master Business Research - No specialisation	Year 1 Disc - IB Marketing-Finance
Master Business Research - No specialisation	Year 1 Disc - IB Org: Mgmt, Change and Consultancy
Master Business Research - No specialisation	Year 1 Disc - IB Strategic Marketing
Master Human Decision Science	Elective Course(s)
Master International Business - Entrepreneurship and Business Development	Compulsory Course(s)
Master International Business - Marketing-Finance	Compulsory Course(s)
Master International Business - Organisation: Management, Change and Consultancy	Compulsory Course(s)
Master International Business - Strategic Marketing	Compulsory Course(s)