

## Course Descriptions NonDegree 2021-2022

Course Title	Business Intelligence Case Studies																																										
Course Code	EBC4107																																										
ECTS Credits	6,5																																										
Assessment	Whole/Half Grades																																										
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri																																			
	5	11-4-2022	3-6-2022	X			X																																				
Level	Advanced																																										
Coordinator	Roberto Cerina For more information:r.cerina@maastrichtuniversity.nl																																										
Language of instruction	English																																										
Goals	This course aims at getting hands-on experience in analysing managerial decision processes based on available data from real-life cases.																																										
Description	<p>This course treats the theory and practice of Business Intelligence. Tools for the analysis of data are discussed, as well as methods for discovering knowledge from information and using this knowledge for intelligent decision making.</p> <p>Methods for the analysis of data are presented, from current data mining toolboxes. We study how (and how not) to build predictive models to extract information from large data bases and how to interpret the more efficiently and to develop new services for the organizations that provide the data.</p> <p>The course consists of applying up-to-date data mining techniques on real-life problems. These techniques will be implemented with modern software tools (SAS, SPSS modeler, Tableau, WEKA, XLMiner). Cases are selected from the literature and our own research experience.</p>																																										
Literature	<p>* Data Science for Business, What You Need to Know about Data Mining and Data-Analytic Thinking, by Foster Provost and Tom Fawcett, O' Reilly Media 2013, ISBN 978-1-4493-6132-7, EBook ISBN 978-1-4493-6131-0.</p> <p>* Other materials, i.e. articles, will be made available through Student Portal.</p>																																										
Prerequisites	Basic statistics.																																										
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork																																										
Assessment methods	Final Paper / Participation / Presentation																																										
Evaluation in previous academic year	For the complete evaluation of this course please click <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>																																										
This course belongs to the following programme / specialisation	<table border="1"> <tr> <td>Master Business Research - No specialisation</td> <td>Year 1 Disc - IB Inf Mgmt Bus Int</td> </tr> <tr> <td>Master Business Research - Operations Research</td> <td>Year 1 Elective Course(s)</td> </tr> <tr> <td>Master Business Research - Operations Research</td> <td>Year 2 Elective Course(s)</td> </tr> <tr> <td>Master Digital Business and Economics</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master Human Decision Science</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Accounting and Business Information Technology</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Entrepreneurship and Business Development</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Managerial Decision-Making and Control</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Information Management and Business Intelligence</td> <td>Compulsory Course(s)</td> </tr> <tr> <td>Master International Business - Marketing-Finance</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Organisation: Management, Change and Consultancy</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Strategic Corporate Finance</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Strategic Marketing</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Strategy and Innovation</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Supply Chain Management</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Sustainable Finance</td> <td>Elective Course(s)</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Master Exchange Courses</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Master Courses</td> </tr> </table>							Master Business Research - No specialisation	Year 1 Disc - IB Inf Mgmt Bus Int	Master Business Research - Operations Research	Year 1 Elective Course(s)	Master Business Research - Operations Research	Year 2 Elective Course(s)	Master Digital Business and Economics	Elective Course(s)	Master Human Decision Science	Elective Course(s)	Master International Business - Accounting and Business Information Technology	Elective Course(s)	Master International Business - Entrepreneurship and Business Development	Elective Course(s)	Master International Business - Managerial Decision-Making and Control	Elective Course(s)	Master International Business - Information Management and Business Intelligence	Compulsory Course(s)	Master International Business - Marketing-Finance	Elective 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 - Strategic Marketing	Elective Course(s)	Master International Business - Strategy and Innovation	Elective Course(s)	Master International Business - Supply Chain Management	Elective Course(s)	Master International Business - Sustainable Finance	Elective Course(s)	SBE Exchange Master	Master Exchange Courses	SBE Non Degree Courses	Master Courses
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