

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	15-4-2024	7-6-2024	X			X	
Level	Advanced							
Coordinator	Mohsen Pourpounehnajafabadi For more information:m.pourpouneh@maastrichtuniversity.nl							
Language of instruction	English							
Goals	This course aims at providing students with tools and experience to analyse real-life data for a real-time, sensitive business intelligence case-study.							
Description	<p>This course is highly technical, and treats the practical aspects of producing real-life Business Intelligence, as well as covering the computational tools to implement this. Tools for the analysis of data are discussed, focusing on tools which emphasise the importance of uncertainty in intelligent decision-making.</p> <p>We study how (and how not) to build predictive models to frequently extract information from dynamic data, and how to interpret these methods and summaries intuitively and efficiently develop new services for the organisations that provide the data.</p> <p>These techniques will be implemented with the R open-source software. Cases are selected from the literature and our own research experience.</p>							
Literature	<p>* Kruschke, J. (2014). Doing Bayesian data analysis: A tutorial with R, JAGS, and Stan.</p> <p>* https://mc-stan.org/users/documentation/</p> <p>* Gelman, A., Carlin, J. B., Stern, H. S., Dunson, D. B., Vehtari, A., & Rubin, D. B. (2013). Bayesian Data Analysis. CRC Press.</p> <p>* Other materials will be made available through Student Portal.</p>							
Prerequisites	Basic Statistics, Regression, Basic R							
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 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 Inf Mgmt Bus Int			
	Master Business Research - Operations Research				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				