

## Course Descriptions Master 2023-2024

Course Title Data Analytics in Practice  
Course Code EBC4135  
ECTS Credits 6,5  
Assessment Whole/Half Grades

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
4		5-2-2024	28-3-2024			X		

Level Advanced  
Coordinator Gerard Pfann For more information: [g.pfann@maastrichtuniversity.nl](mailto: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 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; EViews).

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)