COURSE DETAIL

DATA ANALYTICS

Country
Netherlands

Host Institution
Maastricht University – University College Maastricht

Program(s)
University College Maastricht

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Statistics Computer Science

UCEAP Course Number
103

UCEAP Course Suffix

UCEAP Official Title
DATA ANALYTICS

UCEAP Transcript Title
DATA ANALYTICS

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

This course covers the theory and practice of business analytics. The course discusses tools for the analysis of data, as well as methods for discovering knowledge from information and using this knowledge for intelligent decision making. The course applies current data mining techniques to real-life problems using modern software tools (SAS, SPSS modeller, Tableau, WEKA, XLMiner). The course studies how (and how not) to extract information from large databases with standard techniques from data mining and how to interpret the results. The first two cases, selected from the literature, give students experience with the mentioned goals. The last two or three cases are selected from business practices based on current topical developments of the various disciplines involved with data oriented decision making: financial, marketing, supply chain management, etc. These cases are introduced by select major companies. This course gives students hands-on experience in analyzing managerial decision processes based on available data, and using quantitative techniques for decision making.

Language(s) of Instruction

English

Host Institution Course Number

SCI3051

Host Institution Course Title

DATA ANALYTICS

Host Institution Campus

University College Maastricht

Host Institution Faculty

Host Institution Degree

Host Institution Department

Sciences

Print