



Bachelor's courses School of Business and Economics

VU University Amsterdam - Student- & Onderwijszaken - Exchange programme Vrije Universiteit - 2018-2019

Business Intelligence and Analytics

Course code	E_IBK3_BIA ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	School of Business and Economics
Coordinator	dr. A.C. Smit
Examinator	dr. A.C. Smit
Teaching staff	dr. M.G.A. Plomp, dr. A.C. Smit
Teaching method(s)	Lecture, Seminar, Instruction course, Response class
Level	300

Course objective

Academic & Research skills

- Using business intelligence and data mining suites to create insight from data and tackle business problems

Bridging theory and practice

- Defining, describing and recalling the basic concepts, constituent components, principles and theories underlying the use and the deployment of business intelligence & analytics solutions

- Choosing, applying, and evaluating business intelligence & analytics concepts, principles and solutions to solve business problems

Course content

Dealing with the overabundance of data and the ability to transform data into insights have become critical success factors for organizations.

This course offers the handles that are needed to unleash the potential of data, and business intelligence and analytics solutions in order to create competitive advantage. The course primarily has a managerial focus. The students will acquire hands-on experience with trending BI&A technologies to learn how to use their features and characteristics in practice. Our partners from the industry and the business consulting sector will be closely involved in the course, sharing their insights and experience during several interventions.

Keywords in this area are 'big data', 'data science', 'business intelligence', 'data mining' and 'data-driven decision making and innovations'

Form of tuition

Hearing lectures, large and small-scale tutorials

Type of assessment

Assessment:

Written exam – Individual assessment

Interim Assignment(s) / Tests:

Hands-on analytics quizzes – Individual assessment

Course reading

This course is article based. Readings are specified in the course manual.

Recommended background knowledge

Knowledge of the fundamentals of statistics.

Recommended knowledge Elementary course on (Management) Information Systems (for example: Laudon, K.C. & Laudon, J.P. (2016). Essentials of MIS (12th edition).

BK: 2.1 Business Information Technology

IBA: 2.1 Business Information Systems

Blackboard/Canvas Explanation

Use of Canvas is mandatory. All the updates regarding the course content, schedules, masterclass enrolments, quizzes and grading will be communicated on Canvas.