

1. Course (module) name	2. Code
Business Analytics	

3. Lecturer (s)	4. Division(s)

5. Cycle of studies	6. Course (module) level	7. Course (module) type
First	Course is not divided into parts	Mandatory

8. Delivery form	9. Delivery period	10. Delivery language (s)
Full-time	Semester 4	English

11. Requirements for students	
Preliminary requirements:	Associated requirements (if any):
-	-

12. Scope of course (module) in ECTS credits	13. Full workload of a student (hours)	14. Contact work hours	15. Independent work hours
6	160	40	120

16. Course (module) purpose: competences developer by the course programme
Business analytics refers to the ways in which enterprises - businesses, non-profits, and public sector can use data to gain insights and make better decisions. Business analytics is applied in operations, marketing, finance, and strategic planning among other functions. The ability to use data effectively to drive rapid, precise and profitable decisions has been a critical strategic advantage for companies.

17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement			
Results (targets) of the course	Results of the course	Methods of studies	Evaluation methods of academic achievements
Will learn to identify, evaluate, and capture business analytic opportunities that create value, will learn basic analytic methods and analyze case studies on organizations that successfully deployed these techniques.	Students will understand how to use data to develop insights and predictive capabilities using machine learning, data mining and future foresight and forecasting techniques, how to think analytical and how to create decisions based on data.	Lectures, Seminars	Individual, Group Tasks, Case studies, Exam

18. Strategy and criteria of student assessment			
Assessment method	Per cent	Delivery time	Evaluation criteria
Progress task 1	20	Middle of the course	Individual task
Progress test 2	25	End of the course	Multiple choice test - the number of correct answers. Student has to pass Progress Test 2 to be able to take Final exam.
Final exam	55	End of the course	Multiple choice test - the number of correct answers: Excellent – above 80% Good – 66-79% Adequate – 50-65% Inadequate – under 50%