

Business Analytics

Business Analytics
15 credits

Single subject course

722A76

Valid from: 2023 Autumn semester

Determined by	Main field of study	
Course and Programme Syllabus Board at the Faculty of Arts and Sciences	Business Administration	
Date determined	Course level	Progressive specialisation
2023-04-04	Second cycle	A1N
Revised by	Disciplinary domain	
	Social sciences	
Revision date	Subject group	
	Business Administration	
Offered first time	Offered for the last time	
Autumn semester 2023		
Department	Replaced by	
Institutionen för ekonomisk och industriell utveckling		

Entry requirements

- Bachelor's degree equivalent to a Swedish Kandidatexamen in Business Administration or Economics or equivalent
- or
- Bachelor's degree in other relevant subject area with at least 60 ECTS credits in Business Administration (for example Accounting, Marketing, Organization Theory, Strategy, Finance, HRM)
- and
- English corresponding to the level of English in Swedish upper secondary education (Engelska 6 or Engelska nivå 2)
(Exemption from Swedish)

Intended learning outcomes

After completion of the course, the student should on an advanced level be able to:

- argue for strategic decisions based on own data analysis
- analyze business data to discover evidence for decisions
- conduct data analysis using current and relevant methods of business analytics
- discuss the value of data and data analysis
- conduct the entire business analytics process from selection of data sources to decision-making

Course content

In this course, students will foster data-driven decision-making through the application of current business analytics methodologies. The course will combine theory-based management knowledge with real-world business challenges and explore solutions through the analysis of data. Hereby, students will explore different units of the business organization and analyze unit-specific challenges as well as create an understanding on how unit-level decisions impact the organizational level. By doing so, theoretical concepts and models are combined with state-of-the-art analytical models to foster scientifically robust decision-making.

In the course, the following notions will be touched upon:

- Data economy
- Decision-making
- Data-driven decision-making
- Business analytics

Teaching and working methods

The teaching consists of lectures, laboratories and project work. In addition to this, the student must practice self-study.

Examination

If special circumstances prevail, and if it is possible with consideration of the nature of the compulsory component, the examiner may decide to replace the compulsory component with another equivalent component.

If the LiU coordinator for students with disabilities has granted a student the right to an adapted examination for a written examination in an examination hall, the student has the right to it.

If the coordinator has recommended for the student an adapted examination or alternative form of examination, the examiner may grant this if the examiner assesses that it is possible, based on consideration of the course objectives.

An examiner may also decide that an adapted examination or alternative form of examination if the examiner assessed that special circumstances prevail, and the examiner assesses that it is possible while maintaining the objectives of the course.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

Grades

ECTS, EC

Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus.

The course is conducted in such a way that there are equal opportunities with regard to sex, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.

About teaching and examination language

The teaching language is presented in the Overview tab for each course. The examination language relates to the teaching language as follows:

- If teaching language is “Swedish”, the course as a whole could be given in Swedish, or partly, or as a whole, in English. Examination language is Swedish, but parts of the examination can be in English.
- If teaching language is “English”, the course as a whole is taught in English. Examination language is English.
- If teaching language is “Swedish/English”, the course as a whole will be taught in English if students without prior knowledge of the Swedish language participate. Examination language is Swedish or English depending on teaching language.