Course Outline

Course number	RBE318			
Course title	Data Analytics for Business			
Credit points	3 ECTS (2 LV CP)			
Total hours	80			
Lecture hours	14			
Seminar and other hours	18			
Course level	Bachelor			
Prerequisites	None			
Category	Mandatory		Restricted elective	x	Free elective	

COURSE RESPONSIBLE

Name	Academic degree	Academic position
Inga Jēkabsone	Dr.sc.admin.	Assist.prof.

COURSE TEACHERS

Name	Academic degree	Academic position
Inga Jēkabsone	Dr.sc.admin.	Assist.prof.

COURSE ABSTRACT

This course primarily focuses on techniques for business data analysis. By the end of the course, the students will have gained knowledge and understanding about the main issues and challenges in business data analysis. In addition, the students will aquite skills and competences how to analyse business data using latest techniques and technologies in data science.

COURSE OBJECTIVES

This course has the following main objectives:

Knowledge:

1. The students have a detailed knowledge and understanding about the data science, data-analytical thinking and data-driven decision-making.

2. The students are aware of the relevant research methods for the business data analysis.

3. The students are aware of the latest developments and challenges in the business environment in EU nad Latvia.

Skills

4. The students have improved research skills.

5. The students have improved data analysis skills using MS Excel.

Competencies

6. The students are able to critically analyse issues related to the business development. In addition, the students will be able to make business decisions based on data analysis.

7. The students are able to conduct research (in a professional level) and provide and argumentation about any business subject.

GRADING CRITERIA

Criteria	*Weighting*
Weekly assignments (take-home)	10%
Mid-term test (take-home)	20%
Final assignment – preparation and presentation of research paper (individual, take-home)	70%

COURSE REQUIREMENTS

In order to pass the course, a student must submit pass a mid-term test and final assignment with tasks. The test consists of 10 questions and it is available on Student Portal. Students are expected to prepare and present a research paper using all business analytics techniques acquired during the course.

In addition, weekly assignments have to be handed in. A pass/fail grade will be given for each weekly assignment.

COURSE PLAN – MAIN SUBJECTS

No.	*Main subjects*	*Planned hours*
1	Introduction. Concepts of data, data science, data mining, data-driven decion-making, data-analytical thinking, modelling, big data	4
2	European and national economic review: analysis of indicators, impact on business	4
3	Decriptive business data analytics	8
4	Predictive business data analytics	8
5	Diagnostic business data analytics	4
6	Preparation and presentation of research paper	4