

Syllabus

1. Information about the course and lecturer

1.1. Name of the course:	Business Analytics: Data Models and Decision
1.2. Faculty that coordinates the course:	Faculty of Management and Finance
1.3. Education path:	Executive Master of Business Administration (EMBA)
1.4. Number of hours scheduled in study plan (<i>16 on-campus + 4 on-line hours / 32 on-campus + 3 on-line hours</i>):	<i>16 on-campus + 4 on-line hours</i>
1.5. ECTS (<i>filled by administrative</i>):	
1.6. Lecturer's first and last name:	Olov Isaksson

2. Course's learning objectives, and its way of verification

2.1. The general purpose/aim of this course:

Advances in information technology and quantitative methods have dramatically changed how modern firms operate. Many strategic and operational decisions are today based on models from operation management and management science. The objective of this course is to introduce the most important of these techniques and show how they can be used to make better decisions.

2.2. Intendent course outcomes in area of knowledge and skills

a. After this course Student will have **knowledge on**:

- The scope and limitations of quantitative decision methods

b. After this course Student will have the following practical **skills**:

- Use data and models that can help businesses make better decisions
- Critically evaluate the insights from quantitative decision making tools

2.3 Course evaluation methods, general guidelines for approving the course (*grading scale: 5 (very good), 4 (good), 3 (adequate), 2 (failed)*).

Assessment for the course will be continuous and is carried throughout the different course activities. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks:

1. Individually written exam: assesses intended learning outcomes a & b; constitutes 60% of total course points.

2. Seminars: assesses intended learning outcomes a & b; constitutes 40% of total course points.

Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are 5 (*very good*), 4 (*good*), 3 (*adequate*). Failing grades are 2 (*failed*).

A course comprises 0–100 course points. Receiving a final passing grade requires ≥ 40 course points. The scale for the final grade is tied to fixed score intervals: 5: 80-100; 4: 60-79; 3: 40-59; 2: 0-39. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

3. Course content and topics:

- decision analysis,
- probability & statistics
- econometrics
- optimization

4. Reference list:

- Dimitris Bertsimas, Robert M. Freund, Data, Models, and Decisions: The Fundamentals of Management Science, Dynamic Ideas, 2004.

Date of syllabus preparation:	04.12.2018
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