

# Business Management Analytics - English

## Data Driven Decisions, Strategies & Visualisations



**Institute for International Business Studies (IIBS)**

**Academic Year: 2021 – 2022**

<b>Name of Minor:</b>	Business Management Analytics - English
<b>Course of study:</b>	IIBS
<b>Number of blocks:</b>	Minor be offered in Block <b>C</b> and <b>D</b> of 2022 and beyond
<b>ECTS credits:</b>	30 ECs
<b>Minor Coordinators</b>	Drs. Samuel Ackah, Drs. Tariq Abbasi

## **Introduction (For whom?)**

Do you want to improve your analytics and reporting skills? Do you wish to be confident with the use of dynamic technology-tools that accelerate your business career? The Business Analytics minor provides you with skills in the fields of understanding complex business data, business intelligence and analysis.

The minor program focuses on business study-related students seeking business careers, including students wishing to pursue their advanced studies, like a Master in Data-Driven studies, Business Analytics and related areas. The minor is meant for you if who are:

- Students seeking to understand and improve their data analytic skills;
- Interested to learn data driven decision making techniques;
- Interested in data analytical tools and analysis;
- Seeking a business career with special skills and hands on business analytic tools;
- Interested in the innovation and advanced development in the business area, for example financial technology, marketing intelligence and artificial intelligence.

## **Content Overview**

Business Analytics gains increasing importance in practice. Many global companies, including banks, consulting companies and large manufacturing and service firms, are seeking experts who understand the specific needs of managerial decision-making and can provide relevant (data-driven) solutions for genuine business transformations. This minor fits the current market need for graduates who are well rounded and particularly strong in their capability to understand the flow of business information and bridge the gap between analysis and strategic decision-making. You will be qualified to connect the dots for companies.

As an analytically skilled graduate you will be an expert at working in interdisciplinary teams in any organization to solve complex business problems with the power of data driven strategy. You can support middle and top management with advance data driven techniques for decision making across different business aspects, such as Finance, Marketing, Human Resource, Sales, Operations and Customers relationship management. You will move beyond academics to understanding the implications for business and developing actionable intelligence, building on the diverse skills and knowledge gained in their major business curriculum. This minor comprises of theoretical knowledge, technical skills and practical assignments in relations with corporate partners.

The Business Management Analytics minor is organized across four core business specialisations: Data Analytics, Financial Analytics, Marketing Analytics and Financial Technology. In addition, extra two subjects are part of the minor: Management Information System (MIS) and Industry Based Project.

## **Entry requirements**

No specific requirements but following are useful;

- Interested to learn Data driven decision making techniques.
- Interest in data analytical tools and analysis,

- Seeking business career with special skills and hands on business analytic tools
- Students interested the innovation and advanced development in the business area for example Fintech (financial technology), marketing intelligence and artificial intelligence

## **Learning objectives**

To successfully complete the programme, you will:

- be able to understand new and best-practice methods used to collect data;
- know how to increase efficiency and improve business performance by discovering patterns in data;
- know how to use historical business data to estimate forecasts for future events using trends and seasonality;
- have knowledge of the appropriate tools to gain new data insights and to predict future outcomes;
- know to formulate data-driven recommendations to inform the strategic business decisions that lead your company toward success;
- know how to analyse financial statements and to report the performances via digital reporting techniques.
- understand how marketing insights enhance decision-making, by converting data into insights for decisions such as: segmentation, positioning, product development, promotion, advertising response;
- have knowledge of the most common market intelligence tools;
- have a deeper understanding of evolving financial industry, particularly financial technology shaping digital currencies and future payment systems;
- know about financial technology components, like digital finance channels, blockchain, decentralized finance (DeFi) and cryptocurrencies;
- be able to utilize different financial analysis tools and techniques for decision making;
- get hands on experience with industry based projects using analytical tools.

## **Business Management Analytics (minor) courses summary;**

- Data Analytics (5 EC)
- Financial Analytics (5 EC)
- Marketing Analytics (5 EC)
- Management Information Systems (5 EC)
- Fintech - Financial Technologies (5EC)
- Industry Based Project (5EC)

## What will you learn?

This minor consist of 6 courses of 5EC each. After successful completion of all the minor subjects, students will be rewarded 30 ECs.

- **Data Analytics** – Data Confidence, handling various form of data from different business operations like Marketing, Sales, Production, Human Resources, Finance and Accounting.
- **Financial Analytics** – The goal of financial analytics is to shape the strategy for business through reliable, factual insight rather than intuition. Learning why, when, and how to apply financial analytics in real-world situations. Learning finance and exploring techniques to analyze time series data using different analytical tools and leveraging on artificial intelligence (AI). Financial analytics involves using large amounts of financial and other relevant data to identify patterns to make predictions for future business decisions and reporting it thorough infographics and dashboard.
- **Marketing Analytics** – You will learn about marketing research techniques for analyzing data, once it has been collected, and use those analyses to make better management decisions. The course will familiarize you with the most common analytical tools in the industry to improve marketing decision. For example sales forecasting, customer segmentation/targeting, product/brand positioning, price and promotion. You will learn how to select and use the appropriate marketing KPI's and create dashboards. By the end of the course, you will have some experience with the real life marketing cases in practice, measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI).
- **Management Information System (MIS)** – You will learn how to use information system tools and techniques to utilize the organization data to coordinate, control, analyze and visualize the information for middle and higher management to improve their decision-making.
- **Financial Technology (Fintech)** – understanding of financial industry, fintech start-ups cases, analyse how fintech invitations disrupting traditional banking and financial services, blockchain, fintech investment communities. Create innovative fintech strategies base on practical projects.
- **Industry Based Project** – students has the options to choose from Fintech project or work on real life firm's data analytics assignment via our corporate partners.

## Teaching Methods

- Lectures presentations with integrated theories including practical tutorials
- Many Guest Lecturers from corporate partners/expertise
- Videos, Assignments, Industry assignments and cases as examples
- Real-world Data Stimulations

## **Assessment**

The 30 ECTS are awarded after successfully completed the whole minor programme.

In order to obtain the learning goals and to monitor progress you are required to have an active role in the following assessment factors: individual and group assessments of delivering data visualization reports and portfolio assignments; some theoretical exams; peer review; industry practical assignments from our corporate partners, including presenting contents to industry experts as panel members.

## **Literature**

Will be updated and available on the Minor course site and on Canvas.

## **Schedule**

- Frequency: Two -Three days of classes per week,
- Duration: Each course takes 7 weeks,
- Academic year: 2021 -2022
- Starting Block: 3rd & 4th Block of the academic year
- Starting Date: Feb. 2022 – June 2022

## **Review & Validation with Corporate Partners**

Ensuring the validation and align Business Management Analytics to industry requirement, the minor courses are reviewed with industry partners such as;

- Deloitte NV,
- Rabobank International NV.
- MK<sup>2</sup> Software BV,
- Heineken NV,
- Insight TV Amsterdam
- Including other Fitnech firms

## **Additional Information**

It is convenient to bring your own laptop to classes.  
It's preferred to use windows laptops instead of MAC.

## **Contact Persons**

Drs. Samuel Ackah, [samuel.ackah@hu.nl](mailto:samuel.ackah@hu.nl), & Drs. Tariq Abbasi, [tariq.abbasi@hu.nl](mailto:tariq.abbasi@hu.nl)