



GRADUATE SCHOOL

GM0756 Big Data Analytics for Business and Economics, 7.5 credits

Analys av Big data för nationalekonomi och företagsekonomi, 7,5 högskolepoäng
Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2023-09-26 and was last revised on 2023-12-05 to be valid from 2024-01-15, spring semester of 2024.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Big Data Analytics for Business and Economics, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Economics

Specialization

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Big Data Analytics for Business and Economics, the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School. The participant must also have a minimum of 15 credits in Statistics, or 7.5 credits in Statistics and 7.5 credits in quantitative methods and/or Mathematics.

Learning outcomes

On successful completion of the course the student will be able to:

1. identify and extract useful data for analysis

2. create and analyze big data using various statistical techniques, including key tools in data science such as machine learning.

Course content

This course equips you with the key tools in data science and statistics for analysing big and unstructured data. A key focus is on real-world applications in Economics and Business. We explore and discuss big data concepts and present commonly used data analytical tools and techniques.

Form of teaching

Lectures, seminars, and computer labs.

Language of instruction: English

Assessment

The learning outcomes are assessed through group assignments and an individual written assignment.

Individual written assignments shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

If a student who has twice received a failing grade for the same examination component wishes to change examiner ahead of the next examination session, such a request should be made to the department in writing and should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for study support for students with disabilities, the examiner may, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years after the course has ceased/been changed.

The number of examinations is limited to five.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on the individual written assignment. The grade (A-E) corresponds to the total score a student obtains on the written group assignments and the individual written exam. To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

F: $<50\%$

Course evaluation

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.