



УНИВЕРЗИТЕТ У
НОВОМ САДУ

ЕКОНОМСКИ ФАКУЛТЕТ
У СУБОТИЦИ



ДОКУМЕНТАЦИЈА ЗА АКРЕДИТАЦИЈУ СТУДИЈСКОГ ПРОГРАМА ДРУГОГ
СТЕПЕНА ВИСОКОГ ОБРАЗОВАЊА – МАСТЕР АКАДЕМСКЕ СТУДИЈЕ

Напредна аналитика података у бизнису

Стандард 6. Квалитет, савременост и међународна усаглашеност студијског програма

Прилог 6.4. Курикулуми акредитованих иностраних студијских програма са којима је студијски програм усклађен

Студијски програм мастер академских студија је по структури програма, садржајима предмета, начину предавања, вежби, садржају и захтеваним квалитетом домаћих и семинарских радова, начину испитивања и формирања система ЕСПБ бодова усклађен са поступцима примењеним у европским високошколским институцијама.

Као пример наводимо институције:

MSc Business Analytics, Imperial College Business School, United Kingdom:
<https://www.imperial.ac.uk/business-school/programmes/msc-business-analytics/>

Core modules
Analytics in Business
Data Structures and Algorithms
Fundamentals of Database Technologies
Machine Learning
Maths and Statistics Foundations for Analytics
Network Analytics
Optimisation and Decision Models
Statistics and Econometrics
Visualisation
Electives
Advanced Machine Learning
Data Management and Ethics
Digital Marketing Analytics
Energy Analytics
Financial Analytics
Healthcare and Medical Analytics
Logistics and Supply-Chain Analytics



УНИВЕРЗИТЕТ У
НОВОМ САДУ

ЕКОНОМСКИ ФАКУЛТЕТ
У СУБОТИЦИ



Retail and Marketing Analytics

Workforce Analytics

Service Analytics

MBA Big Data & Business Analytics Programme, University of Amsterdam – Amsterdam Business School, Holland: <http://abs.uva.nl/content/executive-master/mba-big-data--business-analytics/programme>

Analytics courses

Primer Statistics (online)

Statistics

Econometrics

System Optimisation

Data Stewardship

Quantitative Marketing

Business courses

Big Data Strategy & Implementation

Amsterdam Leadership Programme

Consumer Behaviour

Law & Ethics for Big Data

Operations & Supply Chain Management

Financial Accounting

Fintech: Blockchain, Cryptocurrencies & Smart Contracts

Leading People Strategically

Finance

Entrepreneurship Hackathon

International Study Trip

Digital Transformations

MBA Big Data Thesis Project

Computer Science Courses

Coding Lab

Big Data Infrastructures & Technology

Machine Learning

Language Technology

Deep Learning

Business Analytics – MSc, University of Kent, United Kingdom:

https://www.kent.ac.uk/courses/postgraduate/292/business-analytics?utm_source=BisAnalytics&utm_campaign=KBS%7CMastersPortal&utm_medium=Web+Page#structure

Compulsory modules



УНИВЕРЗИТЕТ У
НОВОМ САДУ

ЕКОНОМСКИ ФАКУЛТЕТ
У СУБОТИЦИ



Machine Learning and Forecasting
Consultancy, Negotiations and Research Skills
Big Data Analytics and Visualisation
Advanced Spreadsheets and Decision Support Systems
Simulation Modelling
Business Statistics with R
Prescriptive Analytics for Decision Making
Optional modules
Logistics and Supply Chain Planning
Operations Management and Digital Transformation
Integrated Marketing Communications
Project Management
Supply Chain Finance and Blockchain Technology
Corporate Finance
Foundations of Finance
Warehousing and Global Transportation Management
Buyer Decision Making
Applied Marketing Research
Marketing Across Cultures

Master in Business Analytics and Big Data, St Petersburg University, Russia:
<http://english.spbu.ru/education-at-spbu/graduate/master-in-english/90-program-master/1571-master-in-business-analytics-and-big-data-miba-english>

Main courses
Statistical Data Analysis in Python
Machine learning
Processing of natural language and images
Introduction to Sectoral Analysis
Marketing analytics
Project Management
Contemporary strategic analysis
Managerial Economics
Design thinking
Knowledge Management
Enterprise architecture
Digital business
Data Mining and Visualisation
Technology Entrepreneurship
Marketing of Innovative Products



УНИВЕРЗИТЕТ У
НОВОМ САДУ

ЕКОНОМСКИ ФАКУЛТЕТ
У СУБОТИЦИ



Advanced Analytics - Big Data, M.A., Warsaw School of Economics, Poland:

<http://oferta.sgh.waw.pl/en/master/programmes-en/aa/Strony/default.aspx>

Compulsory courses
BusinessLaw
History of Economic Thought
Advanced Business Analytics – Power of Predictive Modeling
Approximation Approaches - from Fourier Analysis to Deep Learning
Advanced Macroeconomics I
Advanced Optimization Methods
Basic and Advanced Programming in SAS with Statistics
Big Data
Cloud Computing
Data Mining
Databases Build and Exploitation
Institutional Economics or Labour Economics
Logistic Regression with SAS
Querrying, Data Presentation, Data Visualisation and Reporting
Real-Time Analytics
Statistical Learning Methods
Elective courses
Advanced Simulation Modelling
Algebra and Mathematical Analysis
Applied Econometrics
Artificial Intelligence
Bayesian Econometrics
Business Intelligence
Credit Scoring and SAS Macro-programming
Database Systems II
Development of Business Applications
Econometrics of Panel Data
Event History Analysis with SAS
Financial Econometrics II
Mathematical Logic
Mathematical Statistics I
Microeconometrics
Modern Econometric Theory
Nonlinear Econometric Models
Numerical Methods
Probability Theory and Stochastic Processes
Python Programming



УНИВЕРЗИТЕТ У
НОВОМ САДУ

ЕКОНОМСКИ ФАКУЛТЕТ
У СУБОТИЦИ



Selected Challenges of the Contemporary World II (economy, politics, culture, society, sustainable development) – Lectures of Visiting Professor

Spatial Econometrics

Theory of Decision I

Time Series Econometrics

Izvan EHEA:

Master of Business Analytics, Massachusetts Institute of Technology, USA:

<http://mitsloan.mit.edu/master-of-business-analytics/>

Main courses

Analytics Edge

Optimization Methods

Analytics Lab: Action Learning Seminar on Analytics, Machine Learning, and the Digital Economy

From Analytics to Action

Analytics Capstone Project

Communicating with Data

SSIM Ethics & Data Privacy

Introduction to Deep Learning

Elective courses

Logistical and Transportation Planning Methods

Nonlinear Optimization

Robust Modeling, Optimization, and Computation

Media Ventures

Linked Data Ventures

Investment Management

Analytics of Finance

Algorithmic Trading and Quantitative Investment Strategies

Enterprise Transformations in the Digital Economy

Introduction to Operations Management

Supply Chain Planning

Manufacturing System and Supply Chain Design

The Theory of Operations Management

Marketing Management

Product Management

SSIM: Marketing Analytics

Consumer Behavior

Introduction to System Dynamics

Innovation Strategy



УНИВЕРЗИТЕТ У
НОВОМ САДУ

ЕКОНОМСКИ ФАКУЛТЕТ
У СУБОТИЦИ



SSIM: Strategies for People Analytics
Network Science and Models
Topics on Algorithmic Game Theory and Data Science
Applied Machine Learning
Matrix Methods in Data Analytics, Signal Processing and Machine Learning