DOCUMENTATION FOR ACCREDITATION OF THE HIGHER EDUCATION STUDY PROGRAM - MASTER ACADEMIC STUDIES

**Advanced Data Analytics in Business**

**Standard 5. Curriculum**

**Table 5.3** Elective courses at study program

From electronic form of study program

|  |  |
| --- | --- |
| Election factor according to position where student is choosing courses | 39,58% |
| Election factor according to additional (alternative) courses provided by institution | 39,58% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Code | Course title | Semester | semester | lectures | practice | Pro-res. work | ECTS |
| 1. 1 | ADA08 | Designing communication of results | 2 | 30 | 30 |  |  | 7 |
| 1. 1 | ADA09 | Academic Writing | 2 | 30 | 30 |  |  | 7 |
| 1. 2 | ADA10 | Business & Decision Modelling | 2 | 30 | 30 |  |  | 7 |
| 1. 3 | ADA11 | Supply chain & Operational Analytics | 2 | 30 | 30 |  |  | 7 |
| 1. 4 | ADA12 | Digital Marketing Analytics | 2 | 30 | 30 |  |  | 7 |
| 1. 5 | ADA13 | Financial Analytics | 2 | 30 | 30 |  |  | 7 |
| 1. 6 | ADA14 | Advanced Analytics with SPSS | 2 | 30 | 30 |  |  | 7 |
| 1. 7 | ADA15 | Transaction-based analytics & Recommendation systems | 2 | 30 | 30 |  |  | 7 |
| 1. 8 | ADA16 | Deep Learning | 2 | 30 | 30 |  |  | 7 |
|  | ADA21 | Advanced Econometrics | 2 | 30 | 30 |  |  | 7 |
|  | | | | | | | | 70 |