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

**Advanced Data Analytics in Business**

**Standard 5. Curriculum**

**Table 5.1б.** Distribution of courses across semesters and years of study for second level study program: Master studies

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Code | Course title | Semester | Active teaching | | | | | Rest. | ECTS | Obligatory/ Elective  О/E | Type of course |
| Lecture | Practice | Other types of teaching | Pro-Sci work | |
| FIRST YEAR | | | | | | | | | | | | |
| 1 | ADA20 | Quantitative Fundamentals | 1 | 45 | 30 |  | |  |  | 7 | O | Theoretically-methodological |
| 2 | ADA01 | Managing, Storage and Visualising Big Data | 1 | 45 | 30 |  | |  |  | 7 | О | Theoretically-methodological |
| 3 | ADA02 | Social Media Analytics | 1 | 45 | 30 |  | |  |  | 7 | О | Professionally-applicative |
| 4 | ADA03 | R for Data Science | 1 | 45 | 30 |  | |  |  | 7 | О | Professionally-applicative |
| 5 | ADA04 | Machine Learning | 2 | 30 | 45 |  | |  |  | 7 | О | Professionally-applicative |
| 6 | ADA05 | Big Data Fundamentals | 2 | 30 | 45 |  | |  |  | 7 | О | Theoretically-methodological |
| 7 | ADA06 | Time Series | 2 | 30 | 45 |  | |  |  | 7 | О | Theoretically-methodological |
| 8 | ADA07 | Business Cases | 2 | 30 | 45 |  | |  |  | 7 | О | Professionally-applicative |
|  |  | Internship in company | 2 |  |  |  | |  | 100 | 4 | О | Professionally-applicative |
| Total hours (lectures+practice, other types of teaching, other hours) and ECTS in a year | | | | 300 | 300 | 0 | | |  | 60 |  |  |
| Total hours of active teaching in a year | | | |  | | | | |  |  |  |  |
| Total hours of active teaching in a year | | | |  | | | | |  |  |  |  |
| SECOND YEAR | | | | | | | | | | | | |
|  |  | **Basket of elective courses (choosing 5 courses):** |  |  |  |  | |  |  |  |  |  |
| 9 | ADA08 | Designing communication of results | 3 | 30 | 30 |  | |  |  | 7 | E | Theoretically-methodological |
| 10 | ADA09 | Academic Writing | 3 | 30 | 30 |  | |  |  | 7 | E | Theoretically-methodological |
| 11 | ADA10 | Business & Decision Modelling | 3 | 30 | 30 |  | |  |  | 7 | E | Professionally-applicative |
| 12 | ADA11 | Supply chain & Operational Analytics | 3 | 30 | 30 |  | |  |  | 7 | E | Professionally-applicative |
| 13 | ADA12 | Digital Marketing Analytics | 3 | 30 | 30 |  | |  |  | 7 | E | Professionally-applicative |
| 14 | ADA13 | Financial Analytics | 3 | 30 | 30 |  | |  |  | 7 | E | Professionally-applicative |
| 15 | ADA14 | Advanced Analytics with SPSS | 3 | 30 | 30 |  | |  |  | 7 | E | Professionally-applicative |
| 16 | ADA15 | Transaction-based analytics & Recommendation systems | 3 | 30 | 30 |  | |  |  | 7 | E | Professionally-applicative |
| 17 | ADA16 | Deep Learning | 3 | 30 | 30 |  | |  |  | 7 | E | Theoretically-methodological |
| 18 | ADA21 | Advanced Econometrics | 3 | 30 | 30 |  | |  |  | 7 | E | Theoretically-methodological |
|  |  | Professional-scientific work (ПИР) | 4 |  |  |  | | 300 |  | 7 | О | Professionally-applicative |
|  |  | Master thesis | 4 |  |  |  | |  | 200 | 18 | О | Professionally-applicative |
| Total hours (lectures+practice, other types of teaching, other hours) and ECTS in a year | | | | 150 | 150 | 300 | | |  | 60 |  |  |
| Total hours of active teaching in a year | | | | 600 | | | | |  |  |  |  |
| Total hours of active teaching, other hours and points for all years of study | | | | 1200 | | | | | 300 | 120 |  |  |