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

**Advanced Data Analytics in Business**

**Standard 5. Curriculum**

5**.2.а Book of courses**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Code | Course title | Narrow scientific, artistic or professional field | Semester | Lecture | Practice | Other types of teaching | Other hours | ECTS |
|  | ADA20 | Quantitative Fundamentals | Quantitative methods in economics | 1 | 45 | 30 |  |  | 7 |
|  | ADA01 | Managing, Storage and Visualising Big Data | Business informatics | 1 | 45 | 30 |  |  | 7 |
|  | ADA02 | Social Media Analytics | Business informatics | 1 | 45 | 30 |  |  | 7 |
|  | ADA03 | R for Data Science | Quantitative methods in economics | 1 | 45 | 30 |  |  | 7 |
|  | ADA04 | Machine Learning | Quantitative methods in economics | 2 | 30 | 45 |  |  | 7 |
|  | ADA05 | Big Data Fundamentals | Business informatics | 2 | 30 | 45 |  |  | 7 |
|  | ADA06 | Time Series | Quantitative methods in economics | 2 | 30 | 45 |  |  | 7 |
|  | ADA07 | Business cases | Business informatics | 2 | 30 | 45 |  |  | 7 |
|  | ADA17 | Internship in Company |  | 2 |  |  |  | 100 | 4 |
|  | ADA19 | Professional-scientific work |  | 4 |  |  | 300 |  | 7 |
|  | ADA18 | Master Thesis |  | 4 |  |  |  | 200 | 18 |
|  | ADA08 | Designing communication of results | Quantitative methods in economics | 3 | 30 | 30 |  |  | 7 |
|  | ADA09 | Academic Writing | Quantitative methods in economics | 3 | 30 | 30 |  |  | 7 |
|  | ADA10 | Business & Decision Modelling | Quantitative methods in economics | 3 | 30 | 30 |  |  | 7 |
|  | ADA11 | Supply chain & Operational Analytics | Quantitative methods in economics | 3 | 30 | 30 |  |  | 7 |
|  | ADA12 | Digital Marketing Analytics | Marketing | 3 | 30 | 30 |  |  | 7 |
|  | ADA13 | Financial Analytics | Finance and accounting | 3 | 30 | 30 |  |  | 7 |
|  | ADA14 | Advanced Analytics with SPSS | Quantitative methods in economics | 3 | 30 | 30 |  |  | 7 |
|  | ADA15 | Transaction-based analytics & Recommendation systems | Business informatics | 3 | 30 | 30 |  |  | 7 |
|  | ADA16 | Deep Learning | Business informatics | 3 | 30 | 30 |  |  | 7 |
|  | ADA21 | Advanced Econometrics | Quantitative methods in economics | 3 | 30 | 30 |  |  | 7 |