



УНИВЕРЗИТЕТ У
НОВОМ САДУ

ЕКОНОМСКИ ФАКУЛТЕТ
У СУБОТИЦИ



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

Advanced Data Analytics in Business

Standard 5. Curriculum

Table 5.16. 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 O/E	Type of course
				Lecture	Practice	Other types of teaching	Pro-Sci work				
FIRST YEAR											
1	ADA20	Quantitative Fundamentals	1	30	45				7	O	Theoretically-methodological
2	ADA01	Managing, Storage and Visualising Big Data	1	30	45				7	O	Theoretically-methodological
3	ADA02	Social Media Analytics	1	30	45				7	O	Professionally-applicative
4	ADA03	R for Data Science	1	30	45				7	O	Professionally-applicative
5	ADA04	Machine Learning	2	30	45				7	O	Professionally-applicative
6	ADA05	Big Data Fundamentals	2	30	45				7	O	Theoretically-methodological
7	ADA06	Time Series	2	30	45				7	O	Theoretically-methodological
8	ADA07	Business Cases	2	30	45				7	O	Professionally-applicative
		Internship in company	2					100	4	O	Professionally-applicative



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Total hours (lectures+practice, other types of teaching, other hours) and ECTS in a year				240	360	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):									
8	ADA08	Designing communication of results	3	30	30			7	E	Theoretically-methodological	
9	ADA09	Academic Writing	3	30	30			7	E	Theoretically-methodological	
10	ADA10	Business & Decision Modelling	3	30	30			7	E	Professionally-applicative	
11	ADA11	Supply chain & Operational Analytics	3	30	30			7	E	Professionally-applicative	
12	ADA12	Digital Marketing Analytics	3	30	30			7	E	Professionally-applicative	
13	ADA13	Financial Analytics	3	30	30			7	E	Professionally-applicative	
14	ADA14	Advanced Analytics with SPSS	3	30	30			7	E	Professionally-applicative	
15	ADA15	Transaction-based analytics & Recommendation systems	3	30	30			7	E	Professionally-applicative	
16	ADA16	Deep Learning	3	30	30			7	E	Theoretically-methodological	
17	ADA21	Advanced Econometrics	3	30	30			7	E	Theoretically-methodological	
		Professional-scientific work (ПНР)	4				300	7	O	Professionally-applicative	
		Master thesis	4					200	18	O	Professionally-applicative
Total hours (lectures+practice, other types of teaching, other hours) and ECTS in a year				150	150	300		60			



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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		