

Data Skills

Name course:	Data Skills
Period:	International Business Consultancy (Y4:13/14)
Cluster within IBC program:	Business Skills and Languages
Study load:	2 ECTS/ 56 hours
Lecturer:	Wesley van der Heijden

Content course

Course description	Data is booming and being able to work with, analyze and interpret data is becoming an increasingly important skill. During this course you will work on this skill via a hands on approach. After this course you are able to apply the basics of data-analysis and advice organizations with data questions.
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Core competences and learning objectives

Information Management Design Change	<p>The student is able to:</p> <ul style="list-style-type: none"> ▪ Explain what the difference between data and information is; ▪ Interpret and work with different types of data; ▪ Understand and explain the difference; between correlation and causation ▪ Decide which analytical tool is best for answering a question; ▪ Explain the basic structures of data; ▪ Create and interpret data visualizations; ▪ Execute and interpret a basic linear; regression analysis; ▪ Execute and interpret a basic classification analysis; ▪ Work with Python.
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General course information	
Required previous knowledge	Basic knowledge of Microsoft Excel is required. Basic knowledge of statistics is considered useful, but not mandatory.
Recommended literature	<p>https://www.khanacademy.org/math/statistics-probability</p> <p>Rosling, H., (2018). Factfulness: Ten Reasons We're Wrong About The World - And Why Things Are Better Than You Think (1st edn.). Hodder & Stoughton: London, UK.</p> <p>Weekly prescribed articles, readings, videos, tutorials and/or datasets.</p>
Way of working	<p>During classes you will analyze data hands on. It is expected that you come to class prepared (i.e. read the prescribed texts/watch the prescribed videos).</p> <p>Additionally a weekly discussion on trends, innovation and the impact of data (analysis) will be held.</p>
Exam	<p>Weekly data analysis assignments (together 60% of your final grade).</p> <p>Create a poster/infographic using quantitative data analysis to help answer a business/economic/social science research question of your choosing (40% of your final grade).</p>
Caesura	A final score of 5,5 or higher leads to passing the course and receiving the related 2 ECTS.
Retake exam	The retake of the exam is scheduled at the end of the semester. This is usually two or three weeks after the first exam week.

