

Syllabus

for course at advanced level

Business Analytics: Data, Models and Decisions

Affärsanalys: data, modeller och beslut

7.5 Higher Education

Credits

7.5 ECTS credits

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|--------------------------|---|
| Course code: | FE4432 |
| Valid from: | Spring 2021 |
| Date of approval: | 2019-05-08 |
| Changed: | 2020-10-15 |
| Department | Stockholm Business School |
| Main field: | Företagsekonomi |
| Specialisation: | A1F - Second cycle, has second-cycle course/s as entry requirements |

Decision

This syllabus has been approved by the Head of Stockholm Business School, Stockholm University 2019-05-08, and revised by the Head of Department, Stockholm Business School 2020-10-15.

Prerequisites and special admittance requirements

Bachelor's degree comprising 180 HE credits with at least 60 HE credits in Business Administration, or the equivalent. English 6, or equivalent.

Course structure

| Examination code | Name | Higher Education Credits |
|------------------|--|--------------------------|
| 4432 | Business Analytics: Data, Models and Decisions | 7.5 |

Course content

Advances in information technology and quantitative methods have dramatically changed how modern firms operate. Many strategic and operational decisions are today based on models from operation management and management science. The objective of this course is to introduce the most important of these techniques and show how they can be used to make better decisions. Theory will be motivated by relevant examples with applications in operations, finance, management and marketing. Applications will be done using a common spreadsheet software (excel). The course does not require a quantitative educational background.

The course will primarily be taught through lectures, computer labs and case discussions. Students will analyse cases and practice using data to make better and more informed decisions. The course will also highlight potential disadvantages and limitations of quantitative decision methods.

The course will cover techniques such as decision analysis, decision trees, probability, statistics, econometrics, simulation, linear programming, non- linear optimization, and discrete optimization.

Learning outcomes

Intended Learning Outcomes

Upon completion of the course, students should be able to:

Knowledge and understanding

1. Recognize the underpinnings of quantitative decision methods.

Skills and abilities

2. Use data and models that can help businesses make better decisions.

Judgement and approach

3. Critically evaluate quantitative decision tools and their advantages and limitations.

Education

The course consists of a combination of lectures, seminars and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

The course workload is 200 hours equivalent to 7,5 ECTS.

The language of instruction is English.

Forms of examination

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks:

1. Individually written exam: assesses intended learning outcomes 1–3; constitutes 60% of total course points.
2. Seminars: assesses intended learning outcomes 1–3; constitutes 40% of total course points.

Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades is F.

A course comprises 0–100 course points. Receiving a final passing grade requires at least 50 course points as well as at least 50% of all individual examination points. The scale for the final grade is tied to fixed score intervals: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; F: 0-49. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

All assessment tasks are assessed on a 100-point scale. Each assessment task is awarded 0–100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all weighted assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

The student is responsible for completing the course's assessment tasks: that a sufficient amount of course points is earned and a passing course grade is obtained. The course's final assessment task can be taken twice: 1) during the course's first scheduled occasion; and, if a passing result was not achieved at the first occasion, 2) at the course's second, scheduled occasion. All other assessment tasks are offered once during the course.

A passing grade (A–E) in the course is obtained when a student has achieved at least 50 course points and at least 50% of all individual examination points.

A failing grade (F) in the course is obtained when a student has not achieved at least 50 course points or at least 50% of all individual examination points.

- If less than 50 course points are achieved, a grade F is obtained, implying that the entire course must be retaken and that previously acquired course points are forfeited.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- the final assessment task can be re-assessed without attendance at any of the course's other learning activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

Assessment criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology;
- apply course content;
- critically analyse course content;
- problematise course content;
- orally and in writing, present and discuss course content;
- assess course content in terms of scientific, social, and ethical aspects;
- relate course content to current social issues;
- meet standards of written presentation and formal accuracy.

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. A higher grade-level presupposes the abilities at lower levels.

A (Excellent) ☐

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good) ☐

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good) ☐

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory) ☐

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient) ☐

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

F (Fail) ☐

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

Limitations

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

The course may not be included in a degree together with the course FE5435 - Business Analytics: Data, Models and Decisions.

Misc

Exemption from an assessment task is granted if the student presents a valid reason and a written certification (such as illness and a medical certificate), whereupon the student may re-sit the assessment task at a later date while maintaining previously acquired course points.

Application for exemption should be submitted to the Director of Studies immediately after, or during planned absences well before, the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

Required reading

The course literature is published in the study guide and on the course website no later than two months prior to the course commences.