

## Minor Data Driven Decision Making in Business (MDD)

### MDDF - Data science for business

Part of Minor Data Driven Decision Making in Business

1. <b>General information</b>	
<b>Name of study unit</b>	<i>Foundation MDD</i>
<b>Code for study unit</b>	DATDRD05 / DATDRD06 [TOETS-03]
<b>Degree programme and target group</b>	<i>Third year HAN and/or external students.</i>
<b>Teaching period</b>	<i>P1 / P3</i>
<b>ECTS credits and Study load</b>	<b>Study load:</b>
	2.5
	<b>Number of hours on the clock:</b>
	<i>Scheduled contact time</i> 14.75
	<i>Time for self-study</i> 53.25
	<b>Total study load (hours)</b> 70
<b>Entry requirements for study unit</b>	Approval from bachelor programme the student is enrolled in.

2. <b>Content and organisation</b>	
<b>Professional task</b>	Report and Presentation on describes data science challenges workflow for data driven decision making.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	TWM24 Analyse a complex business problem in an international business setting with use of adequate research design, resulting in an evidence-based, feasible solution.
	WW7 Produce management information from various data sources in an international business environment.
	WW4 Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience.
	WW6 Collaborate effectively with different kinds of stakeholders in different cultural, organisational, and political landscapes to contribute to achieving agreed goals.
<b>General description</b>	The course will provide the student with a non-technical overview of data science, and types of data science techniques. The focus lies on critical thinking and the full DS process (based on CRISP).
<b>Cohesion</b>	This module provides relevant knowledge and skills in Data Science. The knowledge and skills are necessary for the execution of the project in this minor.
<b>Mandatory participation</b>	NA
<b>Maximum number of participants</b>	30

<b>Compensation options</b>	NA
<b>Activities and/or instructional formats</b>	<i>Self-study, workshops, team assignment(s)</i>
<b>Required literature / description of learning material</b>	Provost, F., & Fawcett, T. (2013). Data Science for Business: What you need to know about data mining and data-analytic thinking. O'Reilly Media, Inc. "All material, except for the book stated above (Provost, F., & Fawcett), will be open source or freely available via the LMS (Onderwijs Online)"
<b>Required software / required materials</b>	Python or other relevant software.
<b>Extra contributions (TER 2.7)</b>	N/A

3. <b>Examination</b>	
<b>Name (modular) exam</b>	<i>Data science for business – the CRISP model for data mining</i>
<b>Code (modular) exam</b>	DATDRD05 / DATDRD06 [TOETS-03]
<b>Assessment Criteria</b>	<ul style="list-style-type: none"> <li>- The student can perform a well-defined task independently in a relatively clearly arranged situation.</li> <li>- The student can perform in a complex and unpredictable situation under supervision.</li> <li>- The student can translate a business problem into an appropriate setup of the data mining process</li> <li>- The student can list commonly applied data mining methods</li> <li>- The students can determine the drivers of success for creating a data driven business.</li> </ul>
<b>Exam and modular exam format(s) (type of exam)</b>	<i>Presentation</i>
<b>Individual / group</b>	<i>Individual and group</i>
<b>Number of examiners</b>	2
<b>Exam period</b>	P1 / P3
<b>Resit period</b>	P1/P3
<b>Duration exam</b>	NA
<b>Permitted resources / aids</b>	NA
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam / enrolment period</b>	Participation is equal to enrolment.
<b>Discussion and review</b>	Yes. Contact the responsible lecturers once the grades are communicated.

<b>Lecture/ contact hours</b>										
	Period									
Lecture week	1	2	3	4	5	6	7	8	9	10
		3	3	3	3	3	3	3		

<b>Changes compared to last year</b>	several changes in most parts of the Study Unit.
--------------------------------------	--

<b>Date from which the SU will no longer be offered</b>	NA
---	----