School of Economics and Management

DABN17, Data Analytics and Business Economics: Analytics-based Strategic Management, 7.5 credits

Dataanalys och ekonomi: Analysbaserad strategisk ledning, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Economics on 2020-09-15 and was last revised on 2023-10-17. The revised syllabus comes into effect 2023-10-17 and is valid from the spring semester 2024.

General information

This is a single subject master course in data analytics and business economics. The course is mandatory in the master programme Data Analytics and Business Economics.

Language of instruction: English
(Teaching may be in Swedish if all registered students have a good knowledge of Swedish.)

Main field of study	*Specialisation*
Data Analytics and Business Economics	A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

Knowledge and understanding

Students shall:

- have knowledge and understanding of strategic leadership and strategic decision-making,
- have the ability to apply their knowlede to different relevant business situations.

Competence and skills

Students shall have the ability to independently:

- apply models in strategic management in advanced problem solving,
- integrate and understand the connections between different areas of a firm's activities,
- communicate and present arguments in favor of a given problem identification and solution.

Judgement and approach

Students shall have the ability to pursue further studies in the subject and should be able to search for and evaluate information with a high degree of independence. Students shall also have the ability to acquire and critically assess the contents of reports and analyses within the subject area.

Course content

The course links the students' analytical skills to issues that are relevant from the perspective of the firm in order for the students to acquire an approach that characterises them as analytics. The course provides knowledge and understanding of strategic leadership and strategic decision-making linked to different areas of a firm's activities. A central part of the course is to analyse using concepts and models and relate them to real challenges in forms in order to come up with business solutions.

Course design

1. Teaching: Teaching consists of lectures, seminars and case discussions.

Assessment

1. Examination: The examination consists of home assignments and a written exam. The written exam takes place at the end of the course. There will be further opportunities for examination close to this date. The grade is based on the sum of points scored on the home assignments and the written exam. The home assignments and the written exam must be carried out during the same semester. Other forms of examination may be used to a limited extent.

2. Limitations on the number of examination opportunities: –

The University views plagiarism and other academic dishonesty very seriously, and will take disciplinary action against students for any kind of attempted malpractice in connection with examinations and assessments. Plagiarism is considered to be a very serious academic offence. The penalty that may be imposed for this, and other unfair practices in examinations or assessments, includes suspension from the University for a specified period.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Grades

Grading scale includes the grades: Fail, E, D, C, B, A
1. Grade (Definition), Points or percentage out of maximum points, Characteristic
A (Excellent) A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability, and independent thought.
B (Very good) A very good result with regard to the above-mentioned aspects.
C (Good) The result is of a good standard with regard to the above-mentioned

aspects and lives up to expectations.
D (Satisfactory) The result is of a satisfactory standard with regard to the above-mentioned aspects and lives up to expectations.
E (Sufficient) The result satisfies the minimum requirements with regard to the above-mentioned aspects, but not more.
U (Fail) The result does not meet the minimum requirements with regard the above-mentioned aspects.
To pass the course, the student must have been awarded the grade of E or higher.

2. Weighting grades from different parts of the course: –

3. Grading scales for different parts of the course: –

Entry requirements

Students admitted to the Master Programme Data Analytics and Business Economics are eligible for this course.

Further information

1. Transitional regulations: –

2. Limitations in the period of validity: –

3. Limitations: –

4. Similar courses: –

5. Limitations in renewed examination: –