Annex No. 3		**First Cycle Studies Course Programme**			
1.	Course Title	**Business Data Analytics**			
2.	Code	EBU440			
3.	Study programme	E-business			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Department of e-business			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	IV / 7th winter semester	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Marina Mijoska Belsoska, PhD			
9.	Preconditions for enrolment	None			
10.	**Course Objectives (Competencies):** This course covers basic concepts, technology and applications of business data analytics as basis of improving decision making in organizations and gaining competitive advantage in the big data era. Students will gain practical experience and skills in using software tools for business data analytycs. After completing the course students should be able to: - understand the conceptual meaning of data science and business analytics; - understand and apply the basic methods, models and techniques to support business data analytics in organizations; - understand the process of working with business data; - develop and use the potentials of critical thinking in problem solving; - acquire basic data literacy and analytical thinking that will help students to make strategic decisions based on data insights; - develop basic analytical skills for working with data and to use software tools for business data analytics; - apply the acquired knowledge and skills to solve real business problems.				
11.	Course content: Introduction to Business Data Analytics (basic concepts and terminology), Data science and Business Analytics, Analytics/ Data Strategy, Business Data Analytics methods, models and techniques, Analytics and Technology, Business Intelligence, Data mining, Big data, Digital and Web Analytics, Software tools for analytics and business intelligence.				
12.	Learning methods: Lectures with presentations, interactive lectures, video presentation, team work, guest lecturer, case studies, preparation and presentation of a project (team or individual), assignments, practical work, individual or group papers, seminar projects and homework.				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60+30+30+15+90= 225 classes			
15.	Types of teaching activates	15.1.	Lectures	60 classes	
		15.2.	Exercises (Seminars)	30 classes	
16.	Other types of activities	16.1.	Project work	30 classes	
		16.2.	Assignments /Individual work	15 classes	
		16.3	Homework	90 classes	
17.		Grading method: 60+30+10=100 points			
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)		60%	
	17.2.	Project work - Individual or Group Assessment / projects (Case		30 %	

		Presentation, Case Analysis, Quizzes, Writing Assignments)	
	17.3.	Attendance and class participations	10 %
	17.4.		

18.	Grading scale	less than 50 points	5 (five) (F)
		from 51 to 60 points	6 (six) (E)
		from 61 to 70 points	7 (seven) (D)
		from 71 to 80 points	8 (eight) (C)
		from 81 to 90 points	9 (nine) (B)
		from 91 to 100 points	10 (ten) (A)
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16	
20.	Language	Macedonian (or English)	
21.	Evaluation method	Internal evaluation and survey	

22. Literature

22.1. Compulsory literature

No.	Author	Title	Publisher	Year
1.	Evans, J.R.,	Business analytics, 3rd edition	Pearson	2021
2.	Sharda, R., Delen, D. and Turban, E.,	Business Intelligence, Analytics and Data Science: A Managerial Perspective on Analytics, 4th edition	Pearson	2018
3.	Software tools			

22.2. Additional literature

No.	Author	Title	Publisher	Year
1.	Alhlou, F., Asif, S. and Fettman, E.,	Google Analytics Breakthrough: From Zero to Business Impact.	John Wiley & Sons	
2.	Foster Provost, F. and Fawcett, T.,	Data Science for Business: What you need to know about data mining and data-analytic thinking	O'Reilly Media	