

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Fundamentals of Business Analytics			
2.	Code	MST 220			
3.	Study programme	Management and Entrepreneurship			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Management			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 4 th (summer semester)	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Violeta Cvetkoska, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): After taking this course, students should be able to: <ol style="list-style-type: none"> 1. Extract knowledge from the data on the basis of which they will be able to make decisions based on facts. 2. Use popular analytical methods and techniques for business decision-making. 3. Use software tools for data analysis, modeling, and visualization. 				
11.	Course content: The purpose of this course is to equip students with the necessary skills to make data-driven decisions and to drive the adoption of analytics in organizations. Students will deal with real data sets and will model and visualize data using a number of software tools. The course will cover the four pillars of business analytics: descriptive, diagnostic, predictive, and prescriptive analytics, as well as analytical tools and techniques linked to them. The focus of the course is on analyzing and communicating the results in a business context.				
12.	Learning methods: Lectures with PowerPoint presentations and videos; laboratory exercises; quizzes; teamwork; guest lectures; case studies; project assignment preparation and presentation				
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.	Projects	30 classes	
		16.2.	Writing Assignments	15 classes	
		16.3.	Homework	90 classes	
17.	Grading method: 70+20+10=100 points				
	17.1.	Tests		70%	
	17.2.	Individual or Group Assessment / projects (Presentation: oral and written)		20%	
	17.3.	Attendance and class participations		10 %	
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.	Cvetkoska, V.	Business Analytics	STOBI Trejd DOOEL	2022
		2.	Winston, W.L.	Microsoft Excel 2019: Data Analysis and Business Modeling	Pearson Education, Inc.	2019
		Additional literature				
	22.2.	No.	Author	Title	Publisher	Year
		1.	Evans, J.	Business Analytics, 3 rd ed.	Pearson	2019
		2.	Davenport, T.H. and Harris, J.	Competing on Analytics: The New Science of Winning	Harvard Business Review Press	2017