



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Business Analytics

2021-1-F7702M032-F7702M114M

Learning objectives

The main objective of this module will be to learn how to apply quantitative methods to analyse data and support a data-driven decision making.

Contents

This module will cover four main themes: the firm in the global market, the innovation-performance link, M&A and inter-firm alliances, and entrepreneurship. For each of these themes, the module involves an introduction to the relevant issues, a focus on research questions and/or hypotheses that data could answer, an overview of data sources (the type of data available or potentially available, collection and cleaning), and the analysis of data (visualizing data and descriptive statistics, multivariate analysis or other suitable methodologies, and interpretation of results).

Detailed program

1. The firm in the global economy:
 1. The importance of geography
 2. Foreign direct investment: entry modes and location choice

2. —

1. Type of innovation and indicators
 2. The linkage between innovation and measures of performance
3. Firm boundaries
1. Technological diversification
 2. M&A and strategic alliances
 3. Research and technological collaboration
4. Entrepreneurship
1. Start-up: types and characteristics
 2. Start-up: growth and survival

Prerequisites

None

Teaching methods

Lectures, laboratory, group work.

During the Covid-19 emergency period, lessons will take place remotely asynchronously, with events in a synchronous videoconference and / or in physical presence.

Assessment methods

Class participation, final short essay with a presentation to the class (group work), and individual oral exam.

During the Covid-19 emergency period, the exam will be oral and virtual only. It will be carried out using the WebEx platform and on the e-learning page of the course, there will be a public link to access the virtual spectator exam.

Textbooks and Reading Materials

Cameron, A.C. & Trivedi, P. K. (2009) Microeconometrics using Stata. College Station: Stata press.

Articles, databases, and other relevant sources will be available during the course.

Semester

Second semester

Teaching language

English
