UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Analytics

2324-1-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 three main themes: the firm in the global market, the innovation-performance link, and inter-firm collaboration. 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:
   a. The importance of geography in the global economy
   b. The role of proximity

2. Innovation and performance
   a. Type of innovation and indicators
   b. The linkage between innovation and measures of performance

3. Firm boundaries
   a. Open innovation

b. Alliances and collaboration

Prerequisites

None

Teaching methods

Lectures, laboratory, group work.

Assessment methods

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

Sustainable Development Goals

QUALITY EDUCATION | GENDER EQUALITY | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION