

Course form to fill in (STP 2026)

Course title:

DATA ANALYTICS FOR BUSINESS

Staff responsible for the course:

Jean-Baptiste Lion Pinson

Lecturers:

First Name + Name
Jennifer L. ZIEGELMAYER

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

1. Understand the data analytics lifecycle in business contexts
2. Clean, analyze, and visualize data
3. Apply descriptive and basic predictive analytics
4. Communicate insights effectively to stakeholders
5. Use analytics tools to support business decisions

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

Basic computer skills

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

This course introduces students to the role of data analytics in business decision-making. It covers core concepts, analytical techniques, and hands-on applications using real-world business scenarios. Students will learn how to transform raw data into actionable insights.

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	
- <i>Tutorials</i>		
- <i>Coaching</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>		
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	15	
- <i>Individual Projects</i>		
- <i>Personal work</i>	19	
Total working time for the student	50	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

Students will be given oral formative during class sessions as well as written formative and summative feedback on submitted work. Additionally, peer feedback will be given on projects.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)		4-8	40
	Mid-term exam (MIDT)			
	Participation (PARTN)			
	MCQ		3	30
<u>Final exam</u>	Oral final exam/Presentation (ORAL)			
	Written final exam (ENDT)			
<u>Others</u>	Case study (CASE)			
	Group Project (GPROJ)			30
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Class books (to be supplied by the professor):

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL
MyCourses	https://mycourses.ieseg.fr