Course title: Practicum in Data Analysis
Course code:
ECTS credits: 5
Requirements: None
Basic information
Level of studies: Undergraduate applied studies
Year of study: 1
Trimester: 3
Goal: Creating students' competence to design a business model that is sustainable and profitable. Introducing students to the concept of business intelligence, from the aspect of data analysis process, and presentation of information used by economists, managers and other economic corporate users.
Outcome: Students' ability to study empirical phenomena in which it is possible to apply different types of measurements, to independently create research design, construct and adapt instruments, collect data, and perform basic and advanced analytical procedures and interpret the results obtained by their application.
Contents of the course
Theoretical instruction
Practical instruction (Problem solving sessions/Lab work/Practical training)
1. Use of Tableau visualization software and analysis of open source data to cover different areas of business.
2. Illustration of the Tableau tool as a business intelligence tool which is used in all industries to increase sales code of existing customers, to target new markets and demographics for potential customers.
Textbooks and References
1. Visual Analytics with Tableau 1st Edition, by Alexander Loth , Wiley, 2019, ISBN-13: 978-1119560203
2. Advanced Analytics with R and Tableau, by Jen Stirrup, Ruben Oliva Ramos, Packt, 2017.

Number of active classes (weekly)		
Lectures:		
Practical classes: 2		
Other types of classes: 3		
Grading (maximum number of points: 100)		
Pre-exam obligations: Points		
Activities during lectures:		
Activities on practical excersises: 50		
Seminary work:		
Colloquium: 20		
Final exam: Points		
Written exam: 30		
Oral exam:		
Lecturer		
Ana Slavković, PhD		
Associate		
Marijana Petrović		