



ME2316 Business Analytics 6.0

credits

Affärs- och verksamhetsanalys

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

The official course syllabus is valid from the autumn semester 2025, according to the decision by the Faculty Board: M-2024-0018. Date of decision: 2024-10-14.

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Fulfilled the requirements for Degree of Bachelor of Science.

6 higher education credits in statistics, for example SF1918 Probability Theory and Statistics.

English B/English 6, or the equivalent.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

On completion of the course, the student should be able to:

1. Select and apply appropriate quantitative analysis methods to business data, such as operational data, customer data or product data,
2. Interpret results of statistical analysis in business contexts,
3. Interpret results of statistical analysis in research studies,
4. Evaluate the impact of assumptions and limitations in a completed analysis. This includes both analysis of data quality and the assumptions and limitations of the methods.

Course contents

This course intends to give the students an understanding of how quantitative analyses can be used in business and in research studies. In an increasingly digitalised world, the importance of these skills will increase.

The course focuses on the application of statistical methods to carry out business and operations analyses based on large datasets. The course consists of two parts. Firstly, students develop their ability to analyse and present data both in an industrial context and in a research context, and secondly, students develop their ability to critically review both their own and others' analyses through discussions of limitations and assumptions in both methods and data. The aim is that the course participants, on completion of the course, should be prepared to carry out analyses, to interpret the results of these analyses and to critically review analyses completed by others.

Examination

- INL1 - Assignment, 2.0 credits, grading scale: A, B, C, D, E, FX, F
- SEM1 - Seminar assignment, 1.0 credits, grading scale: P, F
- TEN1 - Written exam, 3.0 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.