

National Competencies
1 Data Driven Skills
2 Business Enabling Skills
3 Domain Knowledge Skills
4 Professional Skills
5 Design and Research Skills

	MODULE	Intended Nationally Defined Competencies	ECTS	Workform	Summative Assesment 1	Test Format 1	Summative Assesment 2	Test Format 2	Summative Assesment 3	Test Format 3	Partial key weighting factor 1	Partial key weighting factor 2	Partial key weighting factor 3	Assessment moment	Contact hours	Self defined group work	Self study hours	Lecturer	BLOC K
Elective modules	Solving complex problems with data	1,5	5	Lecture, workshop	Progress check (sufficient / insufficient)	Individual presentation	Mini research paper & presentation deck of the conducted steps. Submission in Brightspace (Grade).	Professional Product	Basic skills exam Multiple-choice knowledge test (sufficient/insufficient)	Written Exam	0	100%	0	Individual presentation in week 9 Professional product in week 10. Written exam in week 5,6,7 or 8.	24	16	100		1
	Ethical assessment	2,3,4	5	Lecture, workshop	Progress check (sufficient / insufficient)	Individual presentation	Ethical assessment product in a format of students choice, like a digital policy document, ethical impact assessment, or a interactive web-based tool for applying ethical framework. Submission in Brightspace (Grade).	Professional Product	-		0	100%	0	Individual presentation in week 9 Professional product in week 10.	24	16	100		1
	Financial modelling	1,2,3	5	Lecture, workshop	Progress check (sufficient / insufficient)	Individual presentation	Presentation and Excel model of a company's data-driven financial assesment. Submission in Brightspace (Grade).	Professional Product	-		0	100%	0	Individual presentation in week 9 Professional product in week 10.	24	16	100		2
	Operational research	1,2,3	5	Lecture, workshop	Progress check (sufficient / insufficient)	Individual presentation	Presentation deck of a data-driven operations technique. Submission in Brightspace (Grade).	Professional Product	-		0	100%	0	Individual presentation in week 9 Professional product in week 10.	24	16	100		2
	Marketing modelling	1,2,3	5	Lecture, workshop	Progress check (sufficient / insufficient)	Individual presentation	Presentation deck of data-driven marketing strategy. Submission in Brightspace (Grade).	Professional Product	-		0	100%	0	Individual presentation in week 9 Professional product in week 10.	24	16	100		2
	Business intelligence	1,2,3,5	5	Lecture, workshop	Progress check (sufficient / insufficient)	Individual presentation	Professional paper elaborating on a Business Intelligence scenario and implementing a dashboard. Submission in Brightspace (Grade).	Professional Product	Basic skills exam Multiple-choice knowledge test (sufficient/insufficient)	Written Exam	0	100%	0	Individual presentation in week 9 Professional product in week 10. Written exam in week 5,6,7 or 8.	24	16	100		2
	Machine learning	1,2	5	Lecture, workshop	Progress check (sufficient / insufficient)	Individual presentation	JASP model with explanation in a format of the student's choice. Submission in Brightspace (Grade).	Professional Product	Basic skills exam Multiple-choice knowledge test (sufficient/insufficient)	Written Exam	0	100%	0	Individual presentation in week 9 Professional product in week 10. Written exam in week 5,6,7 or 8.	24	16	100		3
	A competitive advantage with analytics	1,2,3,4,5	5	Lecture, workshop	Progress check (sufficient / insufficient)	Individual presentation	Analytical model with an explanation of the applied strategy. Submission in Brightspace (Grade).	Professional Product	Basic skills exam Multiple-choice knowledge test (sufficient/insufficient)	Written Exam	0	100%	0	Individual presentation in week 9 Professional product in week 10. Written exam in week 5,6,7 or 8.	24	16	100		3
	Evolving technologies	2,3,4,5	5	Lecture, workshop	Progress check (sufficient / insufficient)	Individual presentation	Presentation deck that features a technology simulation or workshop of students choice. Submission in Brightspace (Grade).	Professional Product	-		0	100%	0	Individual presentation in week 7 Professional product in week 8.	21	16	103		4
	Personal leadership in business	2,4,5	5	Lecture, workshop	Progress check (sufficient / insufficient)	Individual presentation	Portfolio with several components, like a reflective journal and a review of students personal leadership style. Submission in Brightspace (Grade).	Professional Product	-		0	100%	0	Individual presentation in week 7 Professional product in week 8.	21	16	103		4

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Student's choice: either two projects of 5 ECTS each or one project of 10 ECTS	Data-driven labs (one project of 10 ECTS or two projects of 5 ECTC each)	1,2,3,4,5	2 x 5 or 1 x 10	Project, workshops	Progress check (sufficient / insufficient)	Group presentation	Report on the project outcomes / professional products including an individual self-reflection journal. Submission in Brightspace (Grade).	Professional Product	-		0	100%	0	Sept intake: Group presentation in week 7. Professional product in week 10. (Both block 2) Feb: Individual presentation in week 6. Professional product in week 8. (Both block 4)		24	16	100	1 and 2 3 and 4
	My data-driven business project (one project of 10 ECTS or two projects of 5 ECTC each)	1,2,3,4,5	2 x 5 or 1 x 10	Project, workshops	Progress check (sufficient / insufficient)	Individual presentation	Report on the project outcomes / professional products including on students' learnings. Submission in Brightspace (Grade).	Professional Product	-		0	100%	0	Sept intake: Individual presentation in week 5/6. Professional product in week 8. (Both block 4) Feb: Individual presentation in week 6/7. Professional product in week 10. (Both block 2)		24	16	100	3 and 4 1 and 2
			60																1680