

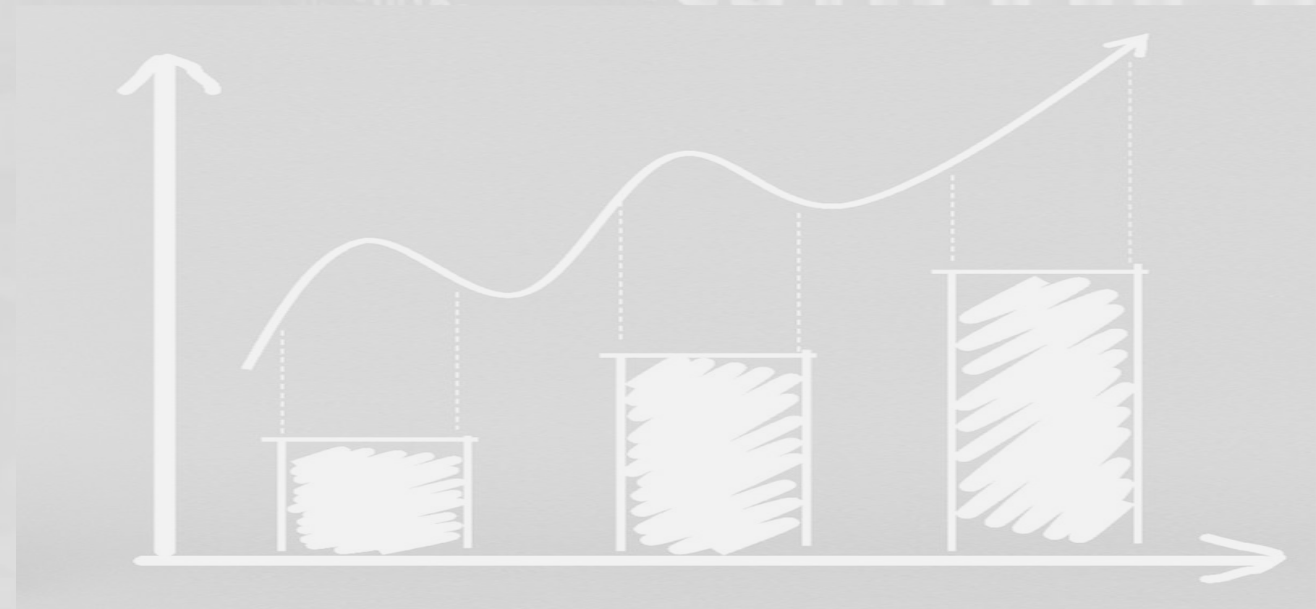
Philipps-Universität Marburg | School of Business and Economics  
Accounting and Finance Area | Management Accounting Research Group

MSc Seminar Summer 2019

## **Applied Predictive Business Analytics: *Applications in Accounting and Finance***

**Univ.-Prof. Dr. Marc Steffen Rapp**

Marburg, summer term 2019



# Seminar organization and outline

## Seminar organization

- **Title:** Applied Predictive Business Analytics: Applications in Accounting and Finance
- **Language:** English
- **Target audience:** MSc students interested in theoretical as well as empirical and practical insights into selected issues of Big Data applications
- **Dates:**
  - April 16<sup>th</sup>, 2019;
  - June 24<sup>th</sup>-25<sup>th</sup>, 2019 (seminar presentations)
- **Grading:** Based on student presentation/seminar paper
- **Creditable:** 6 ECTS
- **Application and Participation:** The number of participants is limited. To apply for the seminar, please send a current CV and a current up-to-date transcript of records to [Iuliia Udoieva \(iuliia.udoieva@wiwi.uni-marburg.de\)](mailto:iuliia.udoieva@wiwi.uni-marburg.de).

## Seminar outline

- **This seminar aims to familiarize students with Big Data analytics and predictive modelling and enable them to apply these concepts in real-world situations**
- **Key topics covered are:**
  - Big Data
  - Machine Learning
  - Unsupervised and Supervised Learning
  - Business Analytics
  - Predictive Data Analytics
- **The course will be organized in two parts:**
  - Kick-off (day 1)
  - Student presentations (day 2 and day 3)