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

Das elektronische und mechanische Vervielfältigen, Aufzeichnen und Speichern der vorliegenden Präsentation als Ganzes oder in Teilen sowie die Weitergabe an Dritte bedarf der vorheriger expliziten Zustimmung des Autors. No parts of this publication may be reproduced, stored in a retrieval system, used in a spreadsheet, or transmitted in any form or any means – electronic, mechanical, photocopying, recording, or otherwise – without the explicit permission of the author. Copyright © 2019 by Marc Steffen Rapp. All rights reserved.

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 16th, 2019;
 - June 24th-25th, 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 <u>Iuliia Udoieva</u> (<u>iuliia.udoieva@wiwi.uni-</u> <u>marburg.de</u>).

Seminar outline

- This seminar aims to familiarize students with Big Data analytics and predictive modelling and enable them to apply these concepts in realworld 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)

