




5.00 crédits	30.0 h	Q2
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Enseignants	Hazée Simon ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	
Bibliographie	<p><i>Recommended readings</i></p> <p>Textbooks:</p> <ul style="list-style-type: none"> • Evans, J. (2020), "Business Analytics", 3rd edition, Pearson Educations. • Provost, F., & Fawcett, T. (2013), "Data Science for Business – What You Need to Know About Data Mining and Data-Analytic Thinking", O'Reilly Media Inc. • Tan, P-N et al. (2021), "Introduction to Data Mining", 2nd edition, Pearson Educations. • Hayasaka, S. & a Silipo, R. (2022), "KNIME Beginner's Luck", KNIME. <p>Scientific and managerial articles (exhaustive list available on Moodle):</p> <ul style="list-style-type: none"> • Balducci, B., & Marinova, D. (2018), "Unstructured data in marketing", <i>Journal of the Academy of Marketing Science</i>, 46, 557-590. • Bradlow, E., Gangwar, M., Kopalle, P., & Voleti, S. (2017), "The Role of Big Data and Predictive Analytics in Retailing", <i>Journal of Retailing</i>, 93(1), 79-95. • Davenport, T. H. (2006). "Competing on Analytics", <i>Harvard Business Review</i>, 1-11. • George, G., Osinga, E., Lavie, D., & Scott, B. (2016), "Big Data and Data Science Methods for Management Research", <i>Academy of Management Journal</i>, 59(5), 1493-1507. • Gupta, S., Leszkiewicz, A., Kumar, V., Bijmolt, T., & Potapov, D. (2020), "Digital Analytics: Modeling for Insights and New Methods", <i>Journal of Interactive Marketing</i>, 51, 26-43. • Katsikeas, C., Morgan, N., Leonidou, L., & Hult, T. (2016), "Assessing Performance Outcomes in Marketing", <i>Journal of Marketing</i>, 80 (March), 1-20. • Lobschat, L., Müller, B., Eggers, F., Brandimarte, L., Diefenbach, S., Kroschke, M. and Wirtz, J. (2020), "Corporate digital responsibility", <i>Journal of Business Research</i>, forthcoming. • Van Auken, S. (2015), "From Consumer Panels to Big Data: An Overview on Marketing Data Development", <i>Journal of Marketing Analytics</i>, 3(1), 38-45. • Villarroel Ordenes, F. and Silipo, R. (2021), "Machine learning for marketing on the KNIME Hub: The development of a live repository for marketing applications", <i>Journal of Business Research</i>, 137, 393-410. • Wedel, M., and Kannan, P.K. (2016), "Marketing Analytics for Data-Rich Environments", <i>Journal of Marketing</i>, 80(6), 97-121.
Autres infos	<i>Ce cours est enseigné en anglais et exclusivement réservé aux étudiants CEMS de la LSM. Merci de consulter la version anglaise du descriptif.</i>
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion [Programme CEMS]	GEST2M	5		
Master [120] en sciences de gestion [Programme CEMS]	GESM2M	5		
Master [120] : ingénieur de gestion [Programme CEMS]	INGE2M	5		
Master [120] : ingénieur de gestion [Programme CEMS]	INGM2M	5		