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□ Vorabprüfung des Learning Agreements

□ Leistungsübersicht

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□ ECN431 Applied Data Driven Business Analysis
 □ MBM433 Customer Analysis in a Digital World

□ ECN402 Econometrics

🛘 Links zu den Modulbeschreibungen

Universität Duisburg-Essen – Fakultät für Wirtschaftswissenschaften

Vorabprüfung des Learning Agreements (ERASMUS) / Learning Agreement (FREEMOVER)

Datum:

Name des Studierenden:	Max Mustermann	Ausländische Universität:	NHH Norwegian School of Economics
Matrikelnr.:	1234567	Land:	Norwegen
E-Mail:	max.mustermann@stud.uni-due.de	Semesterbeginn:	01.04.2024
Studiengang:	Gesundheitsökonomik, M. Sc.	Programm:	Erasmus Kooperation

1	Fabelle A: Studienprogramm im Ausland		Tabelle B: Anerkennungen in Essen	
Code	Titel der Vorlesung	Credits	Anerkennung für	ECTS
ECN431	Applied Data Driven Business Analysis	7,5	Auslandsmodul Volkswirtschaftslehre	6
MBM433	Customer Analytics in a Digital World	7,5	Auslandsmodul Betriebswirtschaftslehre	6
ECN402	Econometrics	7,5	Methoden der Ökonometrie	6
	Gesamt-Credits:	22.5	Gesamt-ECTS	18





Prüfungsausschuss
 Das Learning Agreement wird genehmigt

Datum / Unterschrift Prüfungsausschussvorsitzende/r

Datum / Unterschrift Prüfungsausschussvorsitzende/r

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)			Herr	
	Q Suchen		Max Mustermann Heidestraße 17	
3	□ Vorabprüfung des Learning Agreements		51147 Köln	
>	Leistungsübersicht			
	☐ ECN431 Applied Data Driven Business Analysis			Transcript of Records
9	□ MBM433 Customer Analysis in a Digital World			Transcript of Records
7	□ □ ECN402 Econometrics		Name:	Max Mustermann
J	 Links zu den Modulbeschreibungen 		Geburtsdatum und -ort:	12.08.1964 Berlin
			Matrikelnummer:	0123456
_			Abschluss:	Master of Science
e R			Fach (Fachsemester):	Gesundheitsökonomik (2. F8)
դ			Bezeichnung der Leiste	ung Semester Datum CP Note
2]			Märkte und Unternehmur Mathematik für Ökonome	ngen WiSe 2020 24.12.2020 5 1,0
		4	Grundlagen der Mikroöko Statistik 1	onomik WiSe 2020 29.02.2021 10 1,7 WiSe 2020 31.12.2020 5 2,0
			Anwendung wirtschaftlich	
			Die Bachelorprüfung ist no	och nicht bestanden. Das Studium kann fortgesetzt werden.
			12.07.21	
			Datum	Unterschrift und Stempel

☐ Links zu den Modulbeschreibungen

□ FCN402 Econometrics

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Applied Data Driven Business Analysis | NHH

https://www.nhh.no/en/courses/applied-data-driven-business-analysis/

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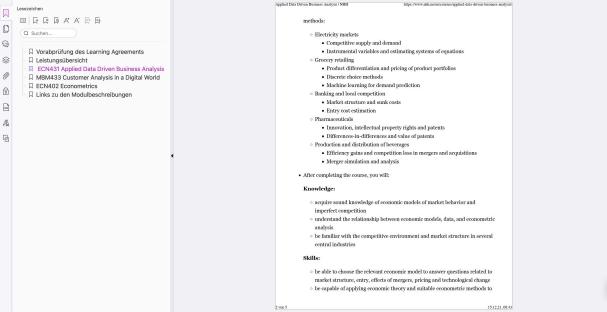
ECN431 Applied Data Driven Business Analysis

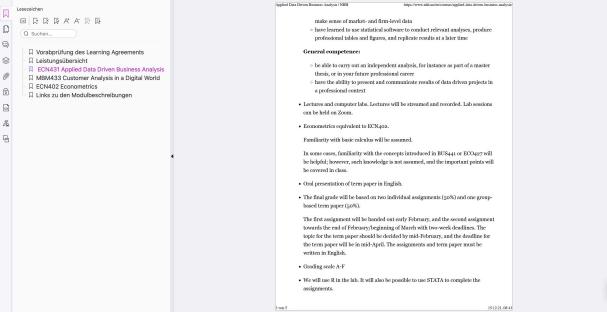
Autumn 2021

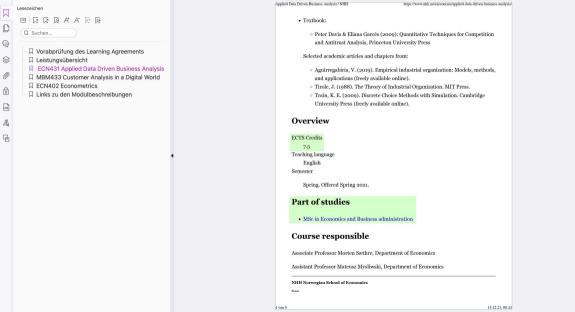
· As an analyst, manager or economist, there are many important problems and questions you can only address by analyzing data. For instance, "if we increase the price of one product by 5%, what is the likely effect on demand for this and other products in our portfolio, as well as competitors' products?", "what are the consequences of high concentration in grocery retailing?", or "how does regulation change firm and consumer behavior?"

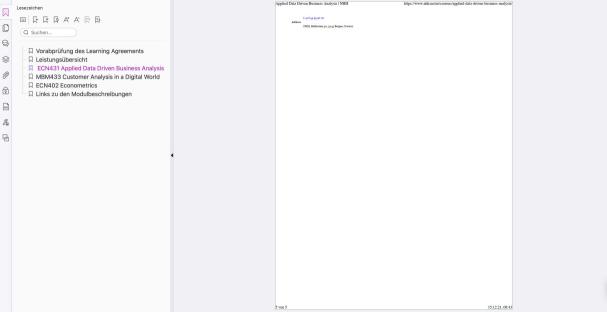
Quantitative analysis of problems in business strategy, competition policy and market regulation requires both knowledge of the specific market, appropriate models to account for important mechanisms and structure the analysis, and ability to choose and correctly use empirical methods to estimate relevant unknown quantities.

In this course, you will learn about the main features of several central markets in the economy, while being introduced to methods and models that will allow you to analyze important problems related to competition, consumer behavior, regulation and evolution of business. You will be equipped with sufficient knowledge to interpret empirical results and convey the information in professional settings. We plan to cover the following markets, with accompanying models and empirical









Jump to content NHH

Customer Analytics in a Digital World | NHH



MBM433 Customer Analytics in a Digital World

Autumn 2021

Spring 2022

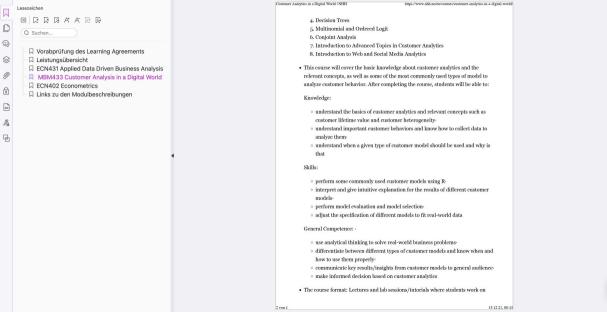
 Many firms collect massive amounts of data about the digital behavior of customers in addition to targeted marketing research on perceptions and evaluations of products and services. The question is how to use these individual-level data to produce valuable customer insights and use them to acquire, retain, and satisfy customers? These are core elements of customer analytics. In this course, students will learn how to find answers to important questions asked by managers, such as:

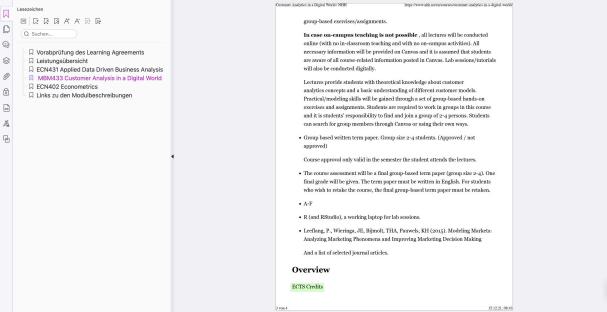
https://www.nhh.no/en/courses/customer-analytics-in-a-digital-world/

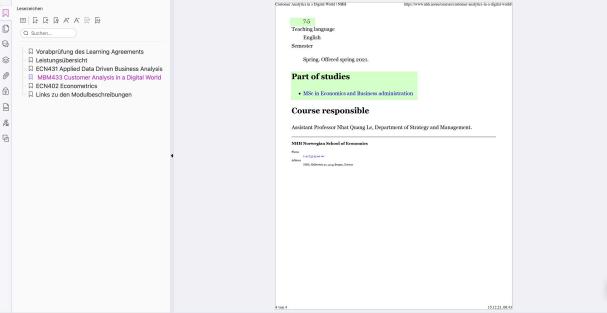
- Which customers should we target?-
- Why do customers choose one brand over another?
 How likely is it that a customer will drop out?
- Which customers should we try to keep/let go?
- · What is the "life-time" value of a customer?

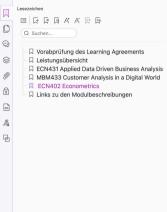
The taught topics include:

- 1. Introduction to Customer Analytics and Model Building Process
- Recency-Frequency-Monetary (RFM) analysis
- 3. Logistic Regression









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https://www.nhh.no/en/courses/econometrics/

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ECN402 Econometrics

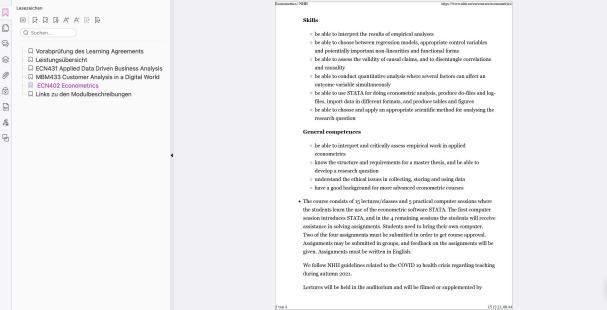
Autumn 2021

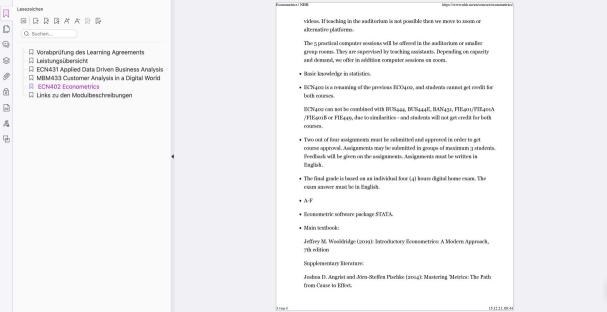
Spring 2022

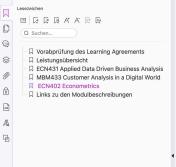
- The course introduces regression analysis applied to cross-sectional data, panel
 data and time-series data. Instrumental variables and differences-in-differences
 techniques to solve potential endogeneity problems will also be taught. The course
 will focus on applications of the econometric techniques and on practical and
 empirical examiles.
 - o The simple regression model, and regression with multiple regressors
 - Potential outcomes, causality and correlations
 - Panel data techniques and differences-in-differences
 - Time-series analysis
 - Instrumental variable techniques
- · Upon completion of the course, students will

Knowledge

- o understand what assumptions econometric models are based on
- understand the necessary assumptions to interpret our estimates as effects relevant for policy and decision making
- know the central concepts and terminology of econometrics







https://www.nhh.no/en/courses/econometrics/

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ECTS Credits

Econometrics | NHH

7.5

Teaching language

Overview

English. Semester

Autumn and Spring. Offered Autumn 2021.

Part of studies

· MSc in Economics and Business administration

Course responsible

Professor Øivind A. Nilsen, Department of Economics (hovedemneansvarlig).

Professor Astrid Kunze, Department of Economics.

NHH Norwegian School of Economics (+47) 55 95 90 00

NHH, Helleveien 30, 3045 Bergen, Norway

