UNIVERSITY OF NOVI SAD	FACULTY OF ECONOMICS IN SUBOTICA	

DOCUMENTATION FOR ACCREDITATION OF THE HIGHER EDUCATION STUDY PROGRAM - MASTER ACADEMIC STUDIES

Advanced Data Analytics in Business

Standard 5. Curriculum

Table 5.16. Distribution of courses across semesters and years of study for second level study program: Master studies

No.	Code	Course title	Semester	Active teaching				Rest.	ECTS	Obligatory/ Elective O/E	Type of course
				Lecture	Practice	Other types of teaching	Pro-Sci work				
FIRST YEAR											
1	ADA20	Quantitative Fundamentals	1	45	30				7	O	Theoretically-methodological
2	ADA01	Managing, Storage and Visualising Big Data	1	45	30				7	O	Theoretically-methodological
3	ADA02	Social Media Analytics	1	45	30				7	O	Professionally-applicative
4	ADA03	R for Data Science	1	45	30				7	O	Professionally-applicative
5	ADA04	Machine Learning	2	30	45				7	O	Professionally-applicative
6	ADA05	Big Data Fundamentals	2	30	45				7	O	Theoretically-methodological
7	ADA06	Time Series	2	30	45				7	O	Theoretically-methodological
8	ADA07	Business Cases	2	30	45				7	O	Professionally-applicative
		Internship in company	2					100	4	O	Professionally-applicative
Total hours (lectures+practice, other types of teaching, other hours) and ECTS in a year				300	300	0			60		
Total hours of active teaching in a year											
Total hours of active teaching in a year											

		SECOND YEAR									
		Basket of elective courses (choosing 5 courses):									
9	ADA08	Designing communication of results	3	30	30				7	E	Theoretically-methodological
10	ADA09	Academic Writing	3	30	30				7	E	Theoretically-methodological
11	ADA10	Business & Decision Modelling	3	30	30				7	E	Professionally-applicative
12	ADA11	Supply chain & Operational Analytics	3	30	30				7	E	Professionally-applicative
13	ADA12	Digital Marketing Analytics	3	30	30				7	E	Professionally-applicative
14	ADA13	Financial Analytics	3	30	30				7	E	Professionally-applicative
15	ADA14	Advanced Analytics with SPSS	3	30	30				7	E	Professionally-applicative
16	ADA15	Transaction-based analytics & Recommendation systems	3	30	30				7	E	Professionally-applicative
17	ADA16	Deep Learning	3	30	30				7	E	Theoretically-methodological
18	ADA21	Advanced Econometrics	3	30	30				7	E	Theoretically-methodological
		Professional-scientific work (ПИР)	4				300		7	O	Professionally-applicative
		Master thesis	4					200	18	O	Professionally-applicative
Total hours (lectures+practice, other types of teaching, other hours) and ECTS in a year				150	150	300			60		
Total hours of active teaching in a year				600							
Total hours of active teaching, other hours and points for all years of study				1200			300	120			