Vak: Data-Informed Decisions — credits: 5

Vakcode	LBVP26DID1C
Naam	Data-Informed Decisions
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	J. Liu
Werkvormen	Onderwijs
Toetsen	Other assessment - Overige toetsing

Leeruitkomsten

PLO1: International Business Opportunities
In this course, PLO1 is supported through Learning Line 1 by strengthening students' capacity to work with evidence in international business contexts. Students develop skills to analyse and interpret data to inform managerial judgment. This enables them to identify and evaluate international business opportunities more effectively.
Specifically, in this course, students are expected to develop the following competencies:
Learning Line: Research & Data Analytics

- CLO 1: Apply critical thinking and evidence-based reasoning to evaluate data, generate insights, and propose justified business decisions.
- CLO 2: Conduct data analysis using digital tools to collect, interpret, and visualise information that supports informed and actionable managerial judgment.

PLO2: Business Transformation
This course positions students to engage with business transformation in a global and digitally mediated context. Learning Line 2 operationalises this focus by strengthening evidence-based business communication and professional development. It does so through structured quantitative reporting and the responsible use of digital and AI tools to support data-informed decisions.
Specifically, in this course, students are expected to develop the following competencies:
Learning Line: Global Mindset & Professional Development

- CLO 1: Demonstrate digital and AI literacy to enhance the accuracy and ethical quality of data-informed decision-making.

PLO3: Relationship Management
In this course, students develop the ability to produce structured academic reports that present ideas in a coherent and logical manner, employ appropriate and precise professional language, incorporate source material effectively, and adhere to established academic conventions including formatting and accurate referencing.
Learning Line: Global Mindset & Professional Development
CLO 1: Produce a structured professional product that demonstrates quantitative and practical research skills in communicating data-driven business insights.

Inhoud

This course equips students with the analytical and digital competencies to make data-informed business decisions in international contexts. By integrating critical thinking, digital literacy, ethical AI use, and professional English, students learn to analyse and communicate data-driven insights that guide responsible managerial action.
Aligned with SDG 8 (Decent Work and Economic Growth), the course prepares students to become future-oriented IB professionals who leverage digital and AI literacy to drive ethical, inclusive, and data-driven growth across international markets

Opgenomen in opleiding(en)

International Business 3 Year

School(s)

Business & Recht

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