Evidence-Based Decisions using Big Data Analytics

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Abstract

Big Data is a well-known chance for firms to gain new knowledge about their business as well to support decisions by data based evidence. The innovation EEBDA (Evidenced based Decisions using Big Data Analytics) teaches students the various applications and challenges of big data analytics. Through problem based scientific learning they receive the ability for a self-responsible application of Big Data Analytics. The students learn to apply basic data analytics technologies focused on the area of accounting, audit and finance, which is supported by real world problems and data. Consequently, they receive the ability to apply such technologies in the firm's daily business as well as the ability to develop new ventures using big data analytics.