



BUSINESS ANALYTICS

DR. BRENDA MULLALLY

2018

BUSINESS ANALYTICS

- 2 HOUR LECTURE
- 2 HOUR LAB
- 50/50 CONTINUOUS ASSESSMENT / FINAL EXAM

BUSINESS ANALYTICS

- 12 WEEKS
 - WK 1 : INTRODUCTION TO BA & DATA MANAGEMENT
 - WK 2 : DATA MINING PROCESS
 - WK 3-5 : DATA EXPLORATION
 - WK 6 : BUSINESS ANALYTICS
 - WK 7-8 : CHARTING & DASHBOARDS
 - WK 9-10 : DATA MINING TECHNIQUES
 - WK 11 : DECISION MODELLING
 - WK 12 : REVISION, EXAM PREP, C.A INTERVIEWS.

BUSINESS ANALYTICS

- CONTINUOUS ASSESSMENT
 - 50% DATA PROJECT, WORKING ON A FILE OF INSURANCE DETAILS (CA DETAILS PROVIDED IN WEEK 2, PROJECT SUBMITTED VIA MOODLE IN WEEK 9)

BUSINESS ANALYTICS

- ATTENDANCE ESSENTIAL
- COMPLETION OF LAB WORK
- SUBMISSION OF PROJECT ON TIME
- INDIVIDUAL EFFORT AND OWN WORK
- ASK QUESTIONS????

BUSINESS ANALYTICS

- NUMBER 1 JOB IN AMERICA?
- 4 OUT OF TOP 10 JOBS IN AMERICA?
- TECHREPUBLIC HOTTEST IT JOBS FOR 2017?