Textbook Chapter Readings

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| **Week** | **Topic** | **Textbook Chapters (McGraw Hill text)** |
| 1 | Introduction to Business Analytics | **1** |
| 2 | Presenting and Reporting Data | **2,3** |
| 3 | Dealing with Risk and Uncertainty | **4** (only the first three pages), **6** (ignore uniform distribution and exponential distribution), **7** (ignore sampling distribution of the sample proportion as we are only interested in the sampling distribution of the mean) |
| 4 | Testing a Claim or Idea -Introduction to Hypothesis Testing -Hypothesis Testing: One-sample tests | **9** (ignore test for population proportion) |
| 5 | Testing a Claim or Idea continued -Hypothesis testing: Two-sample tests -ANOVA | **10** |
| 6 | Predictive Modelling and Analytics -Multiple regression: Predicting an outcome using multiple variables | **11, 12** |
| 7 | Predictive Modelling and Analytics continued.. -Complex modelling techniques | **11, 12** |
| 8 | Applied Regression Analysis: Applying complex regression analysis to your business data |  |
| 9 | Data Storytelling: Communicating with data |  |
| 10 | Emerging Trends in Business Analytics |  |
| 11 | Evaluating Business Reports and Business Research |  |
| 12 | Unit Revision and Exam Preparation |  |