**Boston University Questrom School of Business**
**QST BA 222**
**Fall 2024**

**Time:** Mon/Wed/Fri
**Instructor:** Patrick Power
**Location:** Rafik B. Hariri Building
**Email:** ppower1@bu.edu
**Course Website:** https://pharringtonp19.github.io/business-analytics/
**Office Hours:** Mon / Wed: 11:00-12:00 & 2:15-3:15

## Modeling Business Decisions and Market Outcomes with Spreadsheets and Statistical Programming

### Course Description

Examines the use of economic and statistical tools for making business decisions at an advanced level, and prepares students for future study in business analytics. Introduces programming for data analysis (no previous programming knowledge required) and links data analysis to decision making using both spreadsheet modeling and statistical programming. Topics include multiple regression, causal inference, forecasting, predictive analytics, machine learning, demand modeling, and optimization. Case studies apply advanced concepts to practical business problems.

### Assignment/Grades

**Homework**: 20%

Starting the second week of the semester, we will have weekly homework which will be graded for completion (not accuracy).

**Participation**: 5%

Participation is broadly assessed as whether you enhance the learning experience of those around you

**Group Project & Presentation**: 15% & 10%

The Group Project should be a six page report in which your group (2-3 people) develop an analysis on a topic of your choosing. Your analysis should leverage the tools and skills developed throughout the semester.

**Exams (Midterm/Final)**: 25%

Exams are open note, noncumulative Python based exams. Midterm: October 10

### Support

In addition to my own office hours, there will be three teaching assistants who will hold individual office hours. Additional questions or issues can be addressed by posting under the discussion tab on the courses GitHub repository. Mental health support and services, can be found at Boston University's Student Health Services.

### Generative AI Policy

The use of Generative AI for final projects is permissible (and highly recommended!). Push the envelope. Consider project topics that may have been infeasible only a few years ago. Hopefully you'll find that the best work relies on your own hard work, creativity, and skill in leveraging AI.