# INFS5700
# Introduction To Business Analytics

## Week 1 Roadmap
(T2 2022)

Assignment Project Exam Help

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# Roadmap

**Before class:**

- Read online article "*Business Intelligence vs. Business Analytics: What's The Difference?*" (link is available on Moodle)

- Create an account with Harvard Business Publishing (see next slide for instruction)

**During the tutorial:**

- Complete pre-case questionnaire

- Case study - Digital transformation in Vicenza

**During the week:**

- Watch supplementary videos:

  ➢ What is Big Data Analytics?

  ➢ A Framework for Business Analytics

UNSW | AGSM
Business School

# Instructions for Create an HBP Account

- Click on the URL for *Register for Harvard Business Publishing* you will be directed to the Harvard Business Publishing website

- If you have not made an account yet, then you will need to register one. You are advised to use your UNSW zID to create a Harvard account. You are only required to do it once

- If you already have an account, then simply sign in.

- If you are having issues, then refer to the following link for trouble-shooting Harvard resources: https://hbpacademichelpcenter.zendesk.com/hc/en-us