



College of
Computer Studies

GOALBASE NOTES

iN

BUSANA

Business Analytics

Course Description:

The course is an introduction to Business Analytics. It covers managerial statistical tools in descriptive analytics and predictive analytics, including regression. Other topics covered include forecasting, risk analysis, simulation, and data mining, and decision analysis. This course provides students with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations and shows students how to apply basic business analytics tools in a spreadsheet environment, and how to communicate with analytics professionals to effectively use and interpret analytic models and results for making better business decision. Emphasis is placed on applications, concepts and interpretation of results, rather than theory and calculations. Students use a computer software package for data analysis.

Learning Outcomes:

- Select, understand and apply appropriate analytical tools in the analysis of quantitative and qualitative data from a variety of business scenarios.
- Use software package for data analysis; understand data gathering and input considerations; and be able to analyze and interpret output (graphs, tables, mathematical models, etc.)
- Know considerations in collecting data and selection of appropriate analysis tools; and know how to report results in a fair, objective and unbiased manner.

Tools or Application to Use:

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| <ul style="list-style-type: none">• Student Achievement Monitoring System (SAMS)• Facebook Messenger | <ul style="list-style-type: none">• Google Classroom• Google Meet• MS Excel |
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Mode of Assessment:

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| <ul style="list-style-type: none">• Online Quiz• Activities | <ul style="list-style-type: none">• Project• Presentation |
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References:

- <https://catalogimages.wiley.com/images/db/pdf/9781119668015.excerpt.pdf>
- <https://www.gs.washington.edu/academics/courses/akey/56008/lecture/lecture2.pdf>