BTE 41363: Business Analytics

Level: 4000   **Number of Credits : 03**

Course Description

Business Analytics is the broad use of quantitative reasoning skills in business decision making. Business Analytics helps to solve complex business problems, improve business performance, anticipate, and plan for change while managing and balancing risks. This will provide students with the analytical knowledge and skills to explore data to find patterns and relationships in data; assess uncertainty and risk of business decisions; evaluate decisions; and forecast and predict trends.

Intended Learning Outcomes

At the end of the course, the student will be able to;
- Define and explain concepts, models, techniques, and principles of business analytics.
- Identify the role of business analytics in supporting decision-making processes.
- Demonstrate knowledge of statistical methods, data analysis techniques, and relevant tools.
- Apply business analytics techniques to solve business problems.
- Communicate analytical findings to both technical and non-technical stakeholders
- Evaluate data-driven solutions to improve business processes and decision-making.

Teaching/Learning Methods

Lectures, Group discussions, Workshops and Seminars

Methods of Assessment

In-course Assessments   : 30%
End Semester Examination   : 70%

Course Contents

1. Introduction to Data, and data Analytics
2. The value of business analytics
3. Preparing to Work with Data
4. Analysis Fundamentals
5. Data Mining and predictive analytics
6. Data warehousing
7. Marketing Analytics
8. HR / People Analytics
9. Operational Analytics
10. Financial Analytics
11. Communicating Analytical Results
12. Time series modeling
13. The Future of Data and Analytics

Recommended Readings

1. Gordon, M.E. *Business Analytics: Combining data, analysis and judgement to inform decisions,* SAGE Publications/The latest edition