COURSE DETAIL

INTRODUCTION TO BUSINESS ANALYTICS
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 130
UCEAP Course Suffix
UCEAP Official Title INTRODUCTION TO BUSINESS ANALYTICS
UCEAP Transcript Title BUSINESS ANALYTICS
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course examines real world examples of how analytics have been used to significantly improve business decisions. It covers decision trees, linear regression, logistic regression, classification trees, clustering, and optimization

Language(s) of Instruction
English

Host Institution Course Number
IIMT2641

Host Institution Course Title
INTRODUCTION TO BUSINESS ANALYTICS

Host Institution Course Details
https://www.fbe.hku.hk/ug/f/course/252324/IIMT2641-%20Introduction%20to%20Busin...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2024-2025

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