

# 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

[Print](#)