COURSE DETAIL

INTRODUCTION TO BUSINESS ANALYTICS
Country Singapore
Host Institution National University of Singapore
Program(s) National University of Singapore
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Computer Science
UCEAP Course Number 20
UCEAP Course Suffix
UCEAP Official Title INTRODUCTION TO BUSINESS ANALYTICS
UCEAP Transcript Title INTRO BUS ANALYTICS
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course provides an introduction to the fundamental concepts and tools needed to understand the emerging role of business analytics in business and non-profit organizations. The course demonstrates how to apply basic business analytics and data science/analytics tools (such as R) to large real-life datasets in different contexts, and how to effectively use and interpret analytic models and results for making better and more well-informed business decisions. This course provides both the organizational and technical aspects of business analytics and serves to provide students with a broad overview of how and why business analytics can be implemented in organizations, and the various approaches and techniques that could be adopted for different organizational objectives and issues.

Language(s) of Instruction
English

Host Institution Course Number
BT1101

Host Institution Course Title
INTRODUCTION TO BUSINESS ANALYTICS

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Information Systems and Analytics

Course Last Reviewed
2023-2024

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