COURSE DETAIL

BIG DATA DRIVEN BUSINESS ANALYTICS AND APPLICATION
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 176
UCEAP Course Suffix
UCEAP Official Title BIG DATA DRIVEN BUSINESS ANALYTICS AND APPLICATION
UCEAP Transcript Title BIG DATA ANALYTICS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course teaches the key data analysis methods and practical applications used in Big Data business analytics, using a 'Method + Application' approach. The course begins with an introduction to the concepts and key considerations of big data. In the context of business intelligence analytics, the course discusses the use of key business analytics techniques (e.g. machine learning, deep learning and big models) to address key management issues, interspersed with basic techniques for metric construction, selection and model selection. The course also provides an introduction to higher-level content such as text analytics and LLMs.

Language(s) of Instruction
Chinese

Host Institution Course Number
MANA130376,MSE30022

Host Institution Course Title
BIG DATA DRIVEN BUSINESS ANALYTICS AND APPLICATION

Host Institution Course Details
https://ogp.fudan.edu.cn/16092/list.htm

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2025-2026

Print