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 provides knowledge and skills to undertaken analysis of business performance using a contemporary business analytic techniques. The course makes the use of real-world business case studies, analysis methods and software tools for aiding information and knowledge discovery, analyzing data to improve decision making, and visualizing complex data relationships. The curriculum focuses on general management aspects of analytics, as well as their implications for key functions such as marketing, financial services, and human resources.

Language(s) of Instruction
Chinese

Host Institution Course Number
MANA130376

Host Institution Course Title
BIG DATA DRIVEN BUSINESS ANALYTICS AND APPLICATION

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

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