

## 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 Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Management

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