COURSE DETAIL

MANAGEMENT AND ANALYTICS IN THE AGE OF BIG DATA
Country United Kingdom - England
Host Institution London School of Economics
Program(s) Summer at London School of Economics
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 111
UCEAP Course Suffix S
UCEAP Official Title MANAGEMENT AND ANALYTICS IN THE AGE OF BIG DATA
UCEAP Transcript Title MGMT&ANLYS/BIG DATA
UCEAP Quarter Units 5.50
UCEAP Semester Units

3.70

Course Description

This course considers the economic potential of Big Data and AI. It begins by describing the rise of Big Data and the burgeoning field of AI, and proceeds to consider the implications of these new technologies for managers and for society as a whole. With this foundation, students examine managerial decision-making using data analytics. The course provides students with an understanding of the foundational elements of data analysis and the use of statistical thinking in the context of managerial decision-making in today's age of big data. It is important to note that the course is primarily conceptual and analytical, rather than technical, and does not cover programming techniques. The tools developed in the course are the interpretation and evaluation of data analytics, and managerial decision-making based on such analytics.

Language(s) of Instruction
English

Host Institution Course Number
MG107

Host Institution Course Title
MANAGEMENT AND ANALYTICS IN THE AGE OF BIG DATA

Host Institution Course Details
https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:3e10d4db-b46a-3cee-8...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2025-2026

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