COURSE DETAIL

BUSINESS ANALYTICS AND INFORMATION SYSTEMS

Country
United Kingdom - Scotland

Host Institution
University of Edinburgh

Program(s)
University of Edinburgh

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
106

UCEAP Course Suffix

UCEAP Official Title
BUSINESS ANALYTICS AND INFORMATION SYSTEMS

UCEAP Transcript Title
BUSINESS ANALYTICS

UCEAP Quarter Units
8.00

UCEAP Semester Units
5.30

Course Description

This course demonstrates how information systems and decision support tools can be effectively integrated to analyse and solve business problems. Lectures cover topics in information systems and data management, such as database design and SQL; as well as a number of management science techniques, such as linear programming and decision analysis. Computer labs let students acquire the skills that are necessary to apply these techniques in practice by using state of the art software packages. Tutorials provide an understanding of the theory underpinning the aforementioned techniques. Group activities are designed to let students experience challenges and opportunities that stem from the integration of decision support models and information systems.

Language(s) of Instruction

English

Host Institution Course Number

BUST08032

Host Institution Course Title

BUSINESS ANALYTICS AND INFORMATION SYSTEMS

Host Institution Campus

University of Edinburgh

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business School

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