COURSE DETAIL

INTRODUCTION TO BUSINESS ANALYTICS

Country
Korea, South

Host Institution
Yonsei University

Program(s)
Yonsei University

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
113

UCEAP Course Suffix

UCEAP Official Title
INTRODUCTION TO BUSINESS ANALYTICS

UCEAP Transcript Title
BUSINESS ANALYTICS

UCEAP Quarter Units
4.50

UCEAP Semester Units
3.00

Course Description

This course provides a basis for handling and analyzing business data. This course also gives a chance to learn R, which is becoming a default analytics platform. This course presents students with real datasets and gives opportunities of 'learning by doing' through hands-on experience. Specifically, we study basic concepts in business analytics, and techniques and skills related to data exploration, data utilities, conducting statistical tests, data mining, and causal inference modeling. Topics include web data crawling and analysis, big data, regression models, panel model, classification model, causality model, instrumental variable model, and matching model.

Language(s) of Instruction
English

Host Institution Course Number
BIZ3197

Host Institution Course Title
INTRODUCTION TO BUSINESS ANALYTICS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

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