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 Course Details
http://ysweb.yonsei.ac.kr:8888/curri120601/curri_pop2.jsp?&hakno=BIZ3197&bb=01&...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2021-2022

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