

COURSE DETAIL

ANALYTICS FOR MANAGERS

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Graduate

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

202

UCEAP Course Suffix**UCEAP Official Title**

ANALYTICS FOR MANAGERS

UCEAP Transcript Title

ANALYTICS/MANAGERS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Analytics (information resulting from the systematic analysis of data) contribute significantly to smart decision-making in this Industry 4.0 era. This course promotes "System 2 thinking" via the scientific paradigm of Data, Model and Decisions for complex business and organizational problems. The course focus is on the appreciation and the applicability of select analytical tools for informed managerial decision-making rather than their technicalities. The course examines the applications arising in finance, marketing, management of human resources, supply chain management, and the media.

Language(s) of Instruction

English

Host Institution Course Number

BMA5002

Host Institution Course Title

ANALYTICS FOR MANAGERS

Host Institution Campus

NUS Business School MBA

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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