# COURSE DETAIL

| ANALYTICS FOR MANAGERS |
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| **Country**<br>Singapore |
| **Host Institution**<br>National University of Singapore |
| **Program(s)**<br>National University of Singapore |
| **UCEAP Course Level**<br>Graduate |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>202 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>ANALYTICS FOR MANAGERS |
| **UCEAP Transcript Title**<br>ANALYTICS/MANAGERS |
| **UCEAP Quarter Units**<br>6.00 |
| **UCEAP Semester Units**<br>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 Course Details**

**Host Institution Campus**
NUS Business School MBA

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Business Administration

**Course Last Reviewed**

Print