COURSE DETAIL

BUSINESS ANALYTICS

Country
Hong Kong

Host Institution
Chinese University of Hong Kong

Program(s)
Chinese University of Hong Kong

UCEAP Course Level
Lower Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
19

UCEAP Course Suffix

UCEAP Official Title
BUSINESS ANALYTICS

UCEAP Transcript Title
BUSINESS ANALYTICS

UCEAP Quarter Units
4.50

UCEAP Semester Units
3.00

Course Description

This course examines handling and analyzing business data, including learning R, which is rapidly becoming the default analytics platform as it supports diverse set of analytic tools and statistical methods. Specifically, it looks at basic concepts in business analytics, and techniques and skills related to data exploration, data utilities, conducting statistical tests, data mining and modeling.

Language(s) of Instruction
English

Host Institution Course Number
DSME 2040

Host Institution Course Title
BUSINESS ANALYTICS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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