

COURSE DETAIL

DATA ANALYTICS AND STORYTELLING

Country

United Kingdom - England

Host Institution

UC Center, London

Program(s)

Business and Entrepreneurship in London

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

21

UCEAP Course Suffix**UCEAP Official Title**

DATA ANALYTICS AND STORYTELLING

UCEAP Transcript Title

DATA ANALYTIC&STORY

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

Data analytics addresses methods for collecting, managing, interpreting, and visualizing large datasets. An understanding of basic statistical reasoning is an essential requirement across professional spaces such as an economist, as is the ability to manipulate data using specialized computer software. This course introduces rigorous statistical data analysis and provides training in the use of MATLAB, which is an excellent tool for understanding basic statistical calculations. The course lays out the perceptual and cognitive foundation of how practitioners understand and perceive stories, data graphics, and, ultimately, visual storytelling. In this London-based module, the students take advantage of studying in one of the world's great financial capitals as well as top destinations for overseas students. The course introduces broad classes of techniques and tools for analyzing and visualizing data at scale while teaching the scientific process of transforming data into insights for making better business decisions. It emphasizes how to combine computation and visualization to perform effective analysis and storytelling. The course covers methods from each side and hybrid ones that combine the best of both worlds.

Language(s) of Instruction

English

Host Institution Course Number

Host Institution Course Title

DATA ANALYTICS AND STORYTELLING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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