COURSE DETAIL

APPLIED BUSINESS DATA ANALYTICS
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 APPLIED BUSINESS DATA ANALYTICS
UCEAP Transcript Title BUS DATA ANALYTICS
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

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APPLIED BUSINESS DATA ANALYTICS

Host Institution Course Details
https://uceap.sharepoint.com/:b:/s/DocumentLibrary/EXbpPchHtehJvY5bvwUtWxEBlHC0...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Accent

Course Last Reviewed
2023-2024

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