COURSE DETAIL

DATA-DRIVEN ANALYSIS AND DECISION-MAKING IN BUSINESSES

Country
Italy

Host Institution
University of Commerce Luigi Bocconi

Program(s)
Bocconi University

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Statistics Business Administration

UCEAP Course Number
176

UCEAP Course Suffix

UCEAP Official Title
DATA-DRIVEN ANALYSIS AND DECISION-MAKING IN BUSINESSES

UCEAP Transcript Title
DATA DRVN ANALYSIS

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

This course examines how to make decisions in business by leveraging a structured approach based on theorizing about possible future scenarios and implementing data-driven actions. The first part focuses on theoretical aspects of decision-making, while the second part focuses on data-driven analysis and interpretation of data from a business point of view. Through concrete and practical applications, students learn how to diagnose business problems, offer appropriate solutions, and generate innovative opportunities. The course focuses on the best practices that a firm can adopt to make rational decisions, namely: a structured course of action to make more rational decisions; a language to describe decisions and distinguish strategies, scenarios, and outcomes; models and statistical techniques; structured descriptive statistics; linear regression model; applications; and real cases using statistical software (Stata).

Language(s) of Instruction
English

Host Institution Course Number
30587

Host Institution Course Title
DATA-DRIVEN ANALYSIS AND DECISION-MAKING IN BUSINESS

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management and Technology

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