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 Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30587&anno=2024&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Technology

Course Last Reviewed
2023-2024

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