

COURSE DETAIL

INTRODUCTION TO BUSINESS ANALYTICS

Country

Korea, South

Host Institution

Seoul National University

Program(s)

Seoul National University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

104

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO BUSINESS ANALYTICS

UCEAP Transcript Title

INTR BUS ANALYTICS

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course introduces the basics of business analytics, which uses data and models to make business decisions. It focuses on descriptive analytics and predictive analytics, and covers detailed topics such as data management, data visualization and summary, hypothesis testing, linear regression models, logistic regression models, decision trees, and data mining. The goal of this course is for students to 1) identify key factors in business decisions, 2) apply various tools and techniques to make evidence-based business decisions, and 3) effectively explain and communicate those decisions to various audiences and stakeholders.

Language(s) of Instruction

English

Host Institution Course Number

M1338.003900

Host Institution Course Title

INTRODUCTION TO BUSINESS ANALYTICS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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