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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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