

COURSE CODE: BIGDATA

COURSE TITLE: Big Data Techniques and Technology

COURSE DESCRIPTION:

This is 3 unit course that provides a theoretical and practical introduction to big data, its analysis and associated challenges. The course includes the use of data, statistical and quantitative analysis, exploratory and predictive models, and evidence-based methods to inform business decisions and actions. Application of some data mining techniques is illustrated while emphasis will be on the importance of plotting and visualization with laboratory hours that will provide familiarity with data analytics software packages.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

Business Analytics 4th Edition (2020); An Introduction to Management Science: Quantitative Approach, 15th Edition

READING LIST:

- Camm, J., Cochran, J., Fry, M., Ohlmann, J., Anderson, D., Sweeney, D. and Williams T. Introduction to Management (2018) Cengage Learning
- Camm, J., Cochran, J., Fry, M., Ohlmann, J., Anderson, D., Sweeney, D. and Williams T. (2020). Essential of Business Analytics 4th edition. Cengage Learning

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: