COURSE CODE: BUSLYTC

COURSE TITLE: Business Analytics

COURSE DESCRIPTION:

This course is designed to further expose students to the rigors of data management through the use of statistical methodologies for research, which require real understanding of fundamental statistical concepts. This course demonstrates among students the significant relationship between research design, both experimental and non experimental designs, and statistical analysis. Its main onjective is the conceptual understanding of statistical reasoning rather than the rote application of statistical formulae.

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: