

Introduction to Business Analytics
SUNY Empire State College

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A. PURPOSE

The purpose of this study is to introduce students to business analytics, which helps organizations in every industry to make data-driven business decisions in order to gain and sustain competitive advantage. This study will develop your skills in analyzing enterprise data with Microsoft Excel 2010 and making data-driven business decisions.

B. LEARNING OUTCOMES

As a result of taking the Introduction to Business Analytics study, students will:

- Describe and interpret the basic concepts of business analytics
- Evaluate business problems and determine suitable analytical methods
- Learn how to use Microsoft Excel 2010 as business analytics software
- Compare and contrast different business analytics techniques
- Develop self-awareness through reflective practice

C. LEARNING ACTIVITIES

Assignments will come from the following text:

Data Mining for Business Intelligence, second edition, by G. Shmueli, N.R. Patel, and P.C. Bruce –MATERIALS TO BE DISTRIBUTED VIA EMAIL

The topics, guidelines, and timetable for submissions will be provided in the accompanying study schedule.

D. METHODS AND CRITERIA FOR EVALUATION

Individual Assignments: 60% of total grade

Class attendance and online discussion participation: 20% of total grade

Final reflective essay: 20% of total grade

E. PLAN FOR FORMATIVE ASSESSMENT

Students will receive written feedback from the mentor on all assignments within one week of the due date. Because the most effective way to learn this material is by “doing,” the course will have individual assignments. For each analytical topic we discuss, I will ask you to submit a Microsoft Excel 2010 generated solution and a short interpretation of the answer (no more than 100 words). Online discussions will focus on how organizations use business analytics to support managerial decision making. Final reflective essay will provide each student an opportunity to comment on individual learning by discussing several course themes (typically 3 to 5) that were new to you, or which you have thought about in a new way (the substance or outcome). This essay should be one single spaced page. Students are encouraged to submit draft essay to the mentor for recommended improvements.