

COURSE CODE: DSILYTC

COURSE TITLE: Introduction to Analytics

COURSE DESCRIPTION:

This is a three-unit course which provides business students with the necessary skills in decision making anchored on the science of quantification. This covers the judicious use of business information from the internal and external loci of the organization as bases in making business decisions. Emphasis is made on that business analytics is not a theoretical discipline: these techniques are only interesting and important to the extent that they can be used to provide real insights and improve the speed, reliability, and quality of decisions. The concepts learned in this class should help you identify opportunities in which business analytics can be used to improve performance and support important decisions. It should make you alert to the ways that analytics can be used and misused within an organization.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- No prescribed text - Materials will be provided by faculty using Canvas

READING LIST:

Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2018). *Modern Business Statistics with Microsoft office Excel* (6th ed.). Cincinnati, OH: South-Western/Thomson Learning.

Camm, J., Cochran, J., Fry, M., Ohlmann, J., Anderson, D., Sweeney, D. and Williams T. (2015). *Essential of Business Analytics* 2nd edition. Cengage Learning

Bowerman, B. L., & O'Connell, R. T. (2007). *Business Statistics in Practice* (4th ed.). Boston, MA: McGraw-Hill/Irwin.

Berenson, M. L., Levine, D. M., Krehbiel, T. C. (2006). *Basic Business Statistics: Concepts and Applications* (10th ed.). Upper Saddle River, NJ: Pearson/Prentice Hall.

Taylor, S. (2007). *Business Statistics for Non-mathematicians* (2nd ed.). Basingstoke: Palgrave Macmillan.

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE:

