

COURSE RECORD

Code	BA 437
Name	Business Analytics
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Type	Elective
Prerequisites	
Description	This course introduces the fundamentals of quantitative methods used to analyze data and make better management decisions. This course covers statistical tools in descriptive analytics and predictive analytics, including regression analysis. Students are expected to understand the emerging role of business analytics in organizations and to know how to communicate with analytics professionals to effectively use and interpret analytic models and results for making better business decisions.
Objectives	Providing appropriate analytical tools in the analysis of quantitative and qualitative data from a variety of business scenarios. Using a software package for data analysis, understand data gathering and input considerations, and be able to analyze and interpret output (graphs, tables, mathematical models, etc.). Outlining the considerations in collecting data and selection of appropriate analysis tools, and knowing how to report results in a fair, objective, and unbiased manner.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Define Business Analytics and its role and contributions in decision making. L02. Interpret methodological approaches to Business Analytics and their application contexts. L03. Interpret the use of descriptive, predictive, and prescriptive analytics methods on business data under corresponding decision-making contexts. L04. Analyze a business case, select and apply an appropriate method to reach a business decision. L05. Summarize the nature of Big Data and how it can be exploited to create value.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	5	4	0	3	5	5	4	5
L02	5	5	5	2	3	3	5	5	4	5
L03	5	5	5	4	3	3	5	5	4	5
L04	5	5	5	2	4	3	5	5	4	5
L05	5	5	5	3	3	3	5	5	5	5

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
L01	5	5	4	3	4	3	4
L02	5	5	3	3	3	3	4
L03	5	5	5	3	2	3	4
L04	5	5	4	3	3	3	4
L05	5	5	4	3	4	3	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Descriptive Statistics	L01
Probability Distribution	L01, L02, L03
Linear Regression	L02, L03, L04
Spreadsheet Modeling	L02, L03, L04
Linear Optimization	L03, L04, L05
Integer Optimization	L03, L04, L05
Excel Applications	L03, L04, L05

DERS BİLGİLERİ

Kodu	BA 437
İsmi	İşletme Analitiği
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders verilerin analiz edilmesi ve daha iyi yönetim kararlarının alınması için kullanılan nicel yöntemlerin temellerine giriş yapmaktadır. Bu ders regresyon analizini içeren tanımlayıcı ve yordayıcı istatistiksel araçları kapsamaktadır. Öğrencilerin organizasyonlarda iş analitiğinin yükselen rolünü, daha iyi işletme kararları almak için analitik modellerin sonuçlarını ve analitik modellerin etkin bir şekilde kullanımı ve yorumlanması için analitik profesyonelleriyle nasıl iletişim kurmaları gerektiğini anlamaları beklenmektedir.