

COURSE RECORD

Code	BA 437
Name	Business Analytics
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 4
Semester	Fall
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 decision.
Objectives	Select, understand and apply appropriate analytical tools in the analysis of quantitative and qualitative data from a variety of business scenarios. Use software package for data analysis; understand data gathering and input considerations; and be able to analyze and interpret output (graphs, tables, mathematical models, etc.) Know considerations in collecting data and selection of appropriate analysis tools; and know 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> LO1: Define Business Analytics and its role and contributions in decision making. LO2: Describe methodological approaches to Business Analytics and their application contexts. LO3: Interpret use of descriptive, predictive and prescriptive analytics methods on business data under corresponding decision making contexts. LO4: Analyze a business case, select and apply an appropriate method to reach a business decision LO5: Understand 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
LO1	4	4	0	1	2	0	0	3	1	4
LO2	4	4	0	1	1	0	0	3	1	4
LO3	4	4	0	1	1	0	0	3	1	4
LO4	4	4	0	1	1	0	0	5	1	4
LO5	4	4	0	1	2	0	0	5	1	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, L02, L03, L04
Probability Distribution	L02, L03, L04
Linear Regression	L02, L03, L04
Spreadsheet Modeling	L02, L03, L04
Linear Optimization	L02, L03, L04

Integer Optimization	L02, L03, L04
Excel Applications	L02, L03, L04

DERS BİLGİLERİ

Kodu	BA 437
İsmi	İşletme Analitiği
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 4
Dönem	Güz
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.