SYLLABUS

## COURSE INFORMATION

| Instructor Name | Dr. George Ray |
|---|---|
| Course Title | Data Analytics Introduction |
| Course Prefix and Number | DA 101 |
| Semester Hours | 8 hours |
| Prerequisite | Basic skill in Excel |

## RECOMMENDED TEXTBOOK
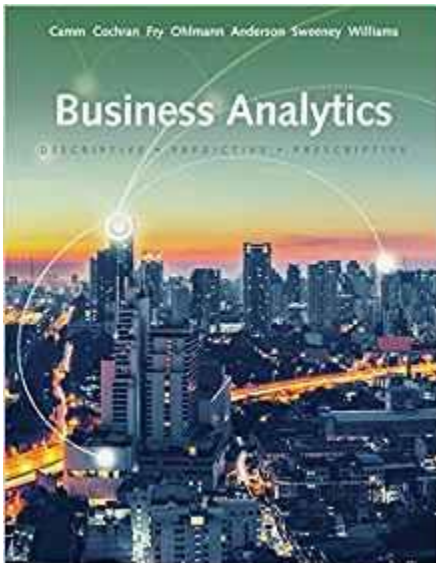


*Business Analytics 3rd Edition  by Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R. Anderson.*  Course materials adapted to IDBS Data Analytics 101.

## COURSE DESCRIPTION

Business decisions require the basic skills of analyzing data to understand the problem more completely and to produce better answers. The business environment uses various tools and techniques to accomplish this analysis. This course is designed to introduce students to those tools and techniques and how they can be automated with Microsoft Excel.

## LEAP GOALS

The Liberal Education and America's Promise goal for this course is LEAP Goal 2, to develop intellectual and practical skills throughout the curriculum, as well as LEAP Goal 4, Integrative

Learning.

## LEARNING OUTCOMES

The following is a list of the topics that will be covered:

- Introduction to Data Analytics
- Excel Skills
- Data Visualization
- Probability
- Regression
- Time series analysis

## GRADING

Your final grade will be computed from the following components:

4 Quizzes (25% each)  100%

Total = 100%

## COURSE TIMELINE

| Section | Lecture | TOPIC | READ |
|---|---|---|---|
| S01 | | **Introduction to Analytics** | |
| | L01 | Analytics in Business | Chapter 1 |
| | L02 | Excel for Analytics | App A |
| | L03 | Review for Quiz 1 | |
| | | **Quiz 1** | |
| S02 | | **Understanding Datasets** | |
| | L04 | Data Visualization | Chapter 3 |
| | L05 | Distributions | Chapter 5 |
| | L06 | Review Quiz 2 | |
| | | **Quiz 2** | |
| S03 | | **Predictive Analytics** | |
| | L07 | Regression: simple, multiple, nonlinear | Chapter 7 |
| | L08 | Review Quiz 3 | |
| | | **Quiz 3** | |
| | L09 | Time Series Analysis | Chapter 8 |
| | L10 | Review Quiz 4 | |
| | | **Quiz 4** | |