Wayne County Community College District

COURSE SYLLABUS

BUS161   Introduction to Big Data and Business Analytics

CREDIT HOURS: 3.00

CONTACT HOURS: 45.00

COURSE DESCRIPTION: This course is an introduction to the concepts and possibilities for the business community when Big Data use, analysis and predictive modeling is engaged. Business intelligence, data warehousing, data analysis, and data mining theory and tools are all introduced in the course. A case study method is utilized to enliven the concepts presented. Careers in data analysis are explored and the basic software tools utilized in the world of business analytics are introduced.

PREREQUISITES: MAT 113 or Higher

EXPECTED COMPETENCIES:
Upon completion of this course, the student will be familiar with:
- Students will understand the role of data, data warehousing, data analysis and the importance of Big Data use to the business owner
- Students will know the various career paths in Business Analytics and know how to be a contributor on a data analysis team
- Students will be exposed to relevant software tools used in Business Analytics
- Students will understand the main phases of a data analysis lifecycle
- Students will be able to articulate a business challenge as an analytical problem to be addressed

ASSESSMENT METHODS:
Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

GRADING SCALE:
90%-100%   = A
80%-89.9%   = B
70%-79.9%   = C
60%-69.9%   = D
<60%   = E