



Wayne County Community College District

COURSE SYLLABUS

BUS 241 Business Analytics Software and Programming

CREDIT HOURS: 4.00

CONTACT HOURS: 60.00

COURSE DESCRIPTION: An exploration of the various software tools used in business analytics forms the core of this course. Use of commonly available business data manipulation software (both commercially available and open source types) will be utilized extensively in the course. Students will learn to comb through increasingly more complex business data sets using the correct software application to produce business intelligence. The class meets in a computer lab and hands-on work is to be expected throughout the course.

PREREQUISITES: BUS 161

EXPECTED COMPETENCIES:

Upon completion of this course, the student will be familiar with:

- Demonstrate a comfort and familiarity with relevant software tools such as R, Hadoop and MapReduce, Python and related data manipulation programs
- Articulate a basic understanding of machine learning concepts and its use in passive data generation

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