

# Introduction to Business Analytics Fall 2013

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## SYLLABUS

### Description:

Analytics has been defined as the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions. Analytics is more than just analytical methodologies or techniques used in logical analysis. It is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem solving. Analytics includes a range of activities, including business intelligence, which is comprised of standard and ad hoc reports, queries and alerts, and quantitative methods, including statistical analysis, forecasting, extrapolation, predictive modeling (such as data mining), optimization and simulation.

### Course Materials:

Selected readings and articles – distributed in class and/or posted online.

### Software:

Excel and Excel add-ins will be the primary software used throughout the course. Both of the add-ins: XLMiner (available at [www.xlminer.com/xlminer\\_data\\_mining](http://www.xlminer.com/xlminer_data_mining)) and SPSS (www.spss.com/us/usa.jsp) are available as free 30 day trial versions.

### Prerequisites:

Business Statistics

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**WJ Hussar**



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## **Table of Contents Introduction To Business Analytics Syllabus Lmu**

1. Understanding the eBook Introduction To Business Analytics Syllabus Lmu
  - The Rise of Digital Reading Introduction To Business Analytics Syllabus Lmu
  - Advantages of eBooks Over Traditional Books
2. Identifying Introduction To Business Analytics Syllabus Lmu
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Introduction To Business Analytics Syllabus Lmu
  - User-Friendly Interface
4. Exploring eBook Recommendations from Introduction To Business Analytics Syllabus Lmu
  - Personalized Recommendations
  - Introduction To Business Analytics Syllabus Lmu User Reviews and Ratings
  - Introduction To Business Analytics Syllabus Lmu and Bestseller Lists
5. Accessing Introduction To Business Analytics Syllabus Lmu Free and Paid eBooks

- Introduction To Business Analytics Syllabus Lmu Public Domain eBooks
  - Introduction To Business Analytics Syllabus Lmu eBook Subscription Services
  - Introduction To Business Analytics Syllabus Lmu Budget-Friendly Options
6. Navigating Introduction To Business Analytics Syllabus Lmu eBook Formats
    - ePub, PDF, MOBI, and More
    - Introduction To Business Analytics Syllabus Lmu Compatibility with Devices
    - Introduction To Business Analytics Syllabus Lmu Enhanced eBook Features
  7. Enhancing Your Reading Experience
    - Adjustable Fonts and Text Sizes of Introduction To Business Analytics Syllabus Lmu
    - Highlighting and Note-Taking Introduction To Business Analytics Syllabus Lmu
    - Interactive Elements Introduction To Business Analytics Syllabus Lmu
  8. Staying Engaged with Introduction To Business Analytics Syllabus Lmu
    - Joining Online Reading Communities
    - Participating in Virtual Book Clubs
    - Following Authors and Publishers Introduction To Business Analytics Syllabus Lmu
  9. Balancing eBooks and Physical Books Introduction To Business Analytics Syllabus Lmu
    - Benefits of a Digital Library
    - Creating a Diverse Reading Collection Introduction To Business Analytics Syllabus Lmu
  10. Overcoming Reading Challenges
    - Dealing with Digital Eye Strain
    - Minimizing Distractions
    - Managing Screen Time
  11. Cultivating a Reading Routine Introduction To Business Analytics Syllabus Lmu
    - Setting Reading Goals Introduction To Business Analytics Syllabus Lmu
    - Carving Out Dedicated Reading Time
  12. Sourcing Reliable Information of Introduction To Business Analytics Syllabus Lmu
    - Fact-Checking eBook Content of Introduction To Business Analytics Syllabus Lmu
    - Distinguishing Credible Sources
  13. Promoting Lifelong Learning
    - Utilizing eBooks for Skill Development

- Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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