(DATA 2210) Data Modelling and Analytics in Business

Course Description

In this course, students engage with data modelling and analytics techniques to solve business problems and make informed business decisions. Students also gain an understanding of data analysis principles and comparative differences among analytics techniques; students will develop knowledge of when and how to apply them using spreadsheet software.

Learning Objectives

By the end of this course, students will be able to:

- Describe the role of data, modelling, and analytics in business and decision-making.
- Discuss the steps involved in data preprocessing and cleaning.
- Produce visualizations (e.g., histograms, graphs, plots, etc.) using spreadsheet software to highlight the main features and trends in a dataset.
- Perform descriptive and exploratory analysis to draw insights from data.
- Apply hypothesis testing (e.g., mean difference, association tests, etc.) to make generalizations about outcomes.
- Apply the linear regression technique to measure the impact of a set of variables on an outcome.
- Describe the importance and limitations of predictive analytics in business decision making.
- Explain the role of ethics and privacy in data collection, processing, and modelling.

Grade Scheme: Letter Grade   **Minimum Pass: 50%**   **Credit Weight: 3 Credits**

Deliverables:

- **Discussion Postings**
- **Team Projects**
- **Quizzes**

* Please note that this document is for marketing purposes and that the details of the course including grading, assessments and objectives may change or vary.

Grade	Grade Point Average (GPA)	Percentage
A+	4.3	90-100%
A	4.0	85-89%
A-	3.7	80-84%
B+	3.3	77-79%
B	3.0	73-76%
B-	2.7	70-72%
C+	2.3	65-69%
C	2.0	60-64%
C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%