Business Analytics Leadership
(BAL 8060) Principles of Analytics

Course Description

This course is the first of the Business Analytics sequence for the EMBA Analytics stream. The design of this course is to familiarize students with the analytics world: concepts and process. It is a conceptual course. There is no mathematical content included in this course. The content revolves around the understanding of what analytics is and how it can be a means to develop an organization's intelligence, develop solutions and improve competitiveness.

Learning Objectives

- Describe how to gather, aggregate, analyze and use data to improve decision-making and problem-solving processes to take appropriate actions
- Introduce the methods and tools used to provide meaning to the data
- Present avenues of opportunities to use analytics to add value to the business strategy design and its implementation

Grade Scheme: Letter Grade   Minimum Pass: 70%

Assessments:

- **Logs**
- **Assignments**
- **Project**

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

Grade	Grade Point Average (GPA)	Percentage
A+	4.3	90-100%
A	4.0	94-97%
A-	3.7	90-93%
B+	3.3	87-89%
B	3.0	84-86%
B-	2.7	80-83%
C+	2.3	76-79%
C-	2.0	70-75%
F	0.0	0-69%

Business Analytics Leadership
(BAL 8061) Introduction To Predictive and Prescriptive Analytics

Course Description

This is the second course in the EMBA/MBA Business Analytics stream. The design of this course is to familiarize students with the concepts and processes of analytics and the advanced techniques and tools to support decision-making processes (including Regression Analysis, Forecasting Techniques, Simulation and Risk Analysis) as well as introducing the subject of Data Mining.

Learning Objectives

The course's primary goal is to provide students with an understanding of management support capabilities of information technologies to develop business analytics and develop skills to become a business analytics professional.

After this course, students will be able to:

- Demonstrate an understanding of the underlying methods and technologies used in business analytics
- Analyze and apply alternate methods for designing, developing and implementing business analytics tools
- Evaluate the selected alternative technology to use business analytics tools
- Identify and justify opportunities for management support systems development and the specific considerations which apply in their effective management

Grade Scheme: Letter Grade	Minimum Pass: 70%

Assessments:

- **Course Case Submissions (7)**

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C+	2.3	76-79%
C-	2.0	70-75%
F	0.0	0-69%

Business Analytics Leadership
(BAL 8062) Advanced Topics in Analytics

Course Description

This course will summarize and enhance the analytics process and thinking. This course's design teaches students how to understand everything from objectives definitions, how to gather the data, how to measure the results, and the follow-up of the objectives.

Students should already be familiar with some of the methods and tools used in the analytics field at this level. One of the critical factors will be to see how these methods and tools can be incorporated into organizations and connect the views from technology, people and processes.

This course will have a heavy focus on the assigned readings and practice examples and will work in conjunction with the Principles of Analytics course and case examples used in that course. In this course, the discussion and overview revolve around additional analytics methods and technologies. The differentiation of methods is crucial.

Students will need to think about developing and sustaining a great analytics team at the end of the course. Students should focus on the particular characteristics that team members should possess, the types of work they will perform, and whether there will need to be adjustments within the organization to implement and support this kind of team.

Learning Objectives

- Understand, apply, and integrate core management disciplines and analytics
- Demonstrate critical thinking and decision-making skills using appropriate tools
- Demonstrate selection and allocation skills for problems, tools, and solutions
- Demonstrate the ability to perform different types of analyses under various kinds of situations, sectors, and problems
- Provide value to the business through the guide of analytics work, according to the area of specialization of people, problems, and technology

Grade Scheme: Letter Grade   Minimum Pass: 70%

Assessments:

- **Reading Logs**
- **Case Issue Analysis**

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A-	3.7	90-93%
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B	3.0	84-86%
B-	2.7	80-83%
C+	2.3	76-79%
C-	2.0	70-75%
F	0.0	0-69%