BUS 3700 - Business Analytics

Fall 2026 Syllabus, Section 02, CRN 42039,

Credit hours: 3

Instructor

Doori Song

Professor

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Public Instructor Information

Instructor Title:
Professor (Dept of Management and Marketing)

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Course Description

3700. Business Analytics. Business analytics involves the acquisition, evaluation, and analysis of information for decision-making. This course introduces students to the application of business statistics enabling evidence-based decision-making and problem solving and will cover the four areas of analytics. These are: 1) descriptive (what happened?); 2) diagnostic (why did it happen?); 3) predictive (what will happen and is there a pattern?); and prescriptive (how can we make it happen?). Prereq.: BUS 2600, 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Optional	Business Analytics	James R. Evans	9780135229309

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Day	Date	Proposed Topic	Due/To Prepare for Class
Mon	8/24	Course Overview	
Wed	8/26	Intro to Business Analytics	
Mon	8/31	Descriptive Statistics (1)	Bio Form and Team Info Due
Wed	9/2	Descriptive Statistics (2)	
Mon	9/7		
Wed	9/9	SPSS Introduction (1)	
Mon	9/14	SPSS Introduction (2)	
Wed	9/16	SPSS Introduction (3)	
Mon	9/21	Probability & Expected Values & Binomial Model	
Wed	9/23	Test 1	
Mon	9/28	Normal Distribution & Standardization (1)	

Wed	9/30	Normal Distribution & Standardization (2) In-Class Activity: Normal Distribution & Standardization	
Mon	10/5	Practice Questions (1)	
Wed	10/7	Practice Questions (2)	
Mon	10/12	Review Day	
Wed	10/14	Test 2	
Mon	10/19	Statistical Inference (1)	
Wed	10/21	Statistical Inference (2)	
Mon	10/26	Statistical Inference (3)	
Wed	10/28	Group Comparison	
Mon	11/2	Regression Analysis & Forecasting	
Wed	11/4	Practice Questions (3)	
Mon	11/9	Practice Questions (4)	
Wed	11/11		
Mon	11/16	Review Day	Individual Report Due
Wed	11/18	Test 3	
Mon	11/23	Team Project Day	
Wed	11/25		
Mon	11/30	Group Project Presentation (1)	Final project report Due
Wed	12/2	Group Project Presentation (2)	The team member eval Due
Mon	12/7	Make-up Test	
Wed	12/9		

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.