

BUS 3700 - Business Analytics

Fall 2026 Syllabus, Section 05, CRN 43062,

Credit hours: 3

Instructor

Doori Song

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Public Instructor Information

Instructor Title:

Professor (Dept of Management and Marketing)

Professional Qualification:

Ph.D., Mass Communication (Advertising), University of Florida

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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

Week of	Proposed Topic	Due/To Prepare for Class
8/24	Course Overview Intro to Business Analytics Basic Concepts of Statistics	Bio Form Weekly Report
8/31	Descriptive Statistics (1) Descriptive Statistics (2) Test 1	
9/7	SPSS Sessions Probability Expected Value & Binomial Model	SPSS Assignment Weekly Report
9/14	Normal Distribution & Standardization Test 2	Weekly Report Practice Questions for Test 2 Practice Assignment
9/21	Statistical Inferences (1) Statistical Inferences (2)	Weekly Report



9/28	Statistical Inferences (3) Group Comparison	Weekly Report
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10/5	Regression Analysis & Forecasting Test 3	Practice Questions Weekly Report
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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.