

BUS 3700 - Business Analytics

Fall 2026 Syllabus, Section A01, CRN 43250,

Credit hours: 3

Instructor

Xinyi Huang

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Public Instructor Information

Instructor Title: Lecturer

Instructor Professional Qualifications: PhD candidate, Business Analytics, Tippie College of Business, University of Iowa; MS, Supply Chain Analytics, RBS, Rutgers University ; BS, Finance, RBS, Rutgers University

Instructor Office Location: Williamson Hall 3358

Instructor Office Phone: 330-941-3076

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 (3rd Ed)	Evans, James R	9780135231678

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	Reading(s)	Proposed Topic	Due/To Prepare for Class
10/19	Please see the Module 1 Course Material	Module 1: Descriptive Analytics Introduction	Discussion 1 due by 11:59 pm on 10/23 Exercise # 1 due by 11:59 pm on 10/25
10/26	Please see the Module 2 Course Material	Module 2: Descriptive Analytics Methods	Discussion 2 due by 11:59 pm on 10/30 Exercise # 2 due by 11:59 pm on 11/01 Course Project Milestone # 1 -Proposal due by 11:59pm on 11/01
11/2	Please see the Module 3 Course Material	Module 3: Probability Foundations	Discussion 3 due by 11:59 pm on 11/06 Exercise # 3 due by 11:59 pm on 11/08 Midterm exam due by 11:59 pm on 11/08 (covers material from Module 1 through Module 3)
11/9	Please see the Module 4 Course Material	Module 4: Diagnostic Analytics – Inferential Statistics	Discussion 4 due by 11:59 pm on 11/13 Exercise # 4 due by 11:59 pm on 11/15 Descriptive Analytics Video Presentation due by 11:59pm on 11/15
11/16	Please see the Module 5 Course Material	Module 5: Diagnostic Analytics – Hypothesis Tests	Discussion 5 due by 11:59pm on 11/20 Exercise # 5 due by 11:59pm on 11/22
11/23	Please see the Module 6 Course Material	Module 6: Predictive Analytics	Discussion 6 due by 11:59pm on 11/27 Exercise # 6 due by 11:59pm on 11/29

11/30	Please see the Module 7 Course Material	Module 7: Hands-on Project and Final Exam	Final Video Presentation due by 11:59 pm on 12/02 Final Exam due by 11:59 pm on 12/02 (covers material from Module 4 through Module 6)
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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.