

MSBA 6930 - Business Analytics

Fall 2026 Syllabus, Section A01, CRN 43969,

Credit hours: 3

Instructor

Xinyi (Ashley) Huang

Email: xhuang@ysu.edu

Public Instructor Information

Instructor Title: Lecturer

Instructor Professional Qualifications: MS, Supply Chain Analytics, RBS, Rutgers University

Instructor Office Location: Williamson Hall 3358

Instructor Office Phone: 330-941-3076

Course Description

6930. Business Analytics. Explore business analytics through a comprehensive approach that develops the skills and tools needed to transform data into actionable insights for strategic decision-making. Designed for professionals aiming to excel in a data-driven economy, the content bridges the gap between business strategy and analytical methods, ensuring practical application in real-world scenarios. Crosslisted with: OMBA 6930. 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
8/24	Please see the Module 1 Course Material	Module 1: Descriptive Analytics Introduction	Discussion 1 due by 11:59 pm on 08/28 Exercise # 1 due by 11:59 pm on 08/30
8/31	Please see the Module 2 Course Material	Module 2: Descriptive Analytics Methods	Discussion 2 due by 11:59 pm on 09/04 Exercise # 2 due by 11:59 pm on 09/06 Course Project Milestone # 1 -Proposal due by 11:59pm on 09/06
9/7	Please see the Module 3 Course Material	Module 3: Probability Foundations	Discussion 3 due by 11:59 pm on 09/11 Exercise # 3 due by 11:59 pm on 09/13 Midterm exam due by 11:59 pm on 09/13 (covers material from Module 1 through Module 3)
9/14	Please see the Module 4 Course Material	Module 4: Diagnostic Analytics – Inferential Statistics	Discussion 4 due by 11:59 pm on 09/18 Exercise # 4 due by 11:59 pm on 09/20 Descriptive Analytics Video Presentation due by 11:59pm on 09/18
9/21	Please see the Module 5 Course Material	Module 5: Diagnostic Analytics – Hypothesis Tests	Discussion 5 due by 11:59pm on 09/25 Exercise # 5 due by 11:59pm on 09/27
9/28	Please see the Module 6 Course Material	Module 6: Predictive Analytics	Discussion 6 due by 11:59pm on 10/02 Exercise # 6 due by 11:59pm on 10/04

10/5	Please see the Module 7 Course Material	Module 7: Hands-on Project and Final Exam	Final Video Presentation due by 11:59 pm on 10/07 Final Exam due by 11:59 pm on 10/09 (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.