

BUS 3700 - Business Analytics

Summer 2026 Syllabus, Section 04, CRN 30762,

Credit hours: 3

Instructor

Doori Song

Professional Qualifications:

Professor of Marketing (Aug 2025 - Current)

Associate Professor of Marketing (Aug 2018 - Aug 2025)

Assistant Professor of Marketing (Aug 2013 - Aug 2018)

Ph.D. 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. Business Analytics (3rd Ed.) Pearson

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
5/11	Lecture Notes (Module 1) Lecture Notes (Module 2)	Intro to Business Analytics Basic Concepts of Statistics	Weekly Report
5/18	Lecture Notes (Module 3) Lecture Notes (Module 4)	Descriptive Statistics (1) Descriptive Statistics (2)	Test 1
5/25	Lecture Notes (Module 5) Lecture Notes (Module 6) Lecture Notes (Module 7)	SPSS Session Probability Expected Value & Binomial Model	SPSS Assignment Weekly Report
6/1	Lecture Notes (Module 8)	Normal Distribution & Standardization	Weekly Report Practice Questions for Test 2 Test 2
6/8	Lecture Notes (Module 9) Lecture Notes (Module 10)	Statistical Inference (1) Statistical Inference (2)	Weekly Report

6/15	Lecture Notes (Module 11) Lecture Notes (Module 12)	Statistical Inference (3) Group COmparison	Weekly Report
6/22	Lecture Notes (Module 13)	Regression Analysis & Forecasting	Weekly Report Practice Questions for Test 3 Test 3

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.