

BUS 6930 - Business Analytics

Summer 2026 Syllabus, Section A01, CRN 30840,

Credit hours: 3

Instructor

Yogesh Uppal

Professional Qualifications:

Ph. D., Economics, University of California, Irvine

Master's, Economics, Delhi School of Economics, University of Delhi

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Communication Expectations:

Will respond to messages within 24 hours.

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
5/11	Please see the Module 1 Course Material	Module 1: Descriptive Analytics Introduction	Discussion 1 due by 11:59 pm on 05/15 Exercise # 1 due by 11:59 pm on 05/17
5/18	Please see the Module 2 Course Material	Module 2: Descriptive Analytics Methods	Discussion 2 due by 11:59 pm on 05/22 Exercise # 2 due by 11:59 pm on 05/24 Course Project Milestone # 1 -Proposal due by 11:59pm on 05/24
5/25	Please see the Module 3 Course Material	Module 3: Probability Foundations	Discussion 3 due by 11:59 pm on 05/29 Exercise # 3 due by 11:59 pm on 05/31 Midterm exam due by 11:59 pm on 05/31 (covers material from Module 1 through Module 3)
6/1	Please see the Module 4 Course Material	Module 4: Diagnostic Analytics – Inferential Statistics	Discussion 4 due by 11:59 pm on 06/05 Exercise # 4 due by 11:59 pm on 06/07 Descriptive Analytics Video Presentation due by 11:59pm on 06/07

6/8	Please see the Module 5 Course Material	Module 5: Diagnostic Analytics – Hypothesis Tests	Discussion 5 due by 11:59pm on 06/12 Exercise # 5 due by 11:59pm on 06/14
6/15	Please see the Module 6 Course Material	Module 6: Predictive Analytics	Discussion 6 due by 11:59pm on 06/19 Exercise # 6 due by 11:59pm on 06/21
6/22	Please see the Module 7 Course Material	Module 7: Hands-on Project and Final Exam	Final Video Presentation due by 11:59 pm on 06/22 Group Member Evaluations Step 1 by 11:59 pm on 06/23 Group Member Evaluations Step 2 by 11:59 pm on 06/24 Final Exam due by 11:59 pm on 06/24 (covers material from Module 4 through Module 6)

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.