

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Intro to Business Analytics

COURSE NUMBER: BBA 301

PRE-REQUISITE(S): CTA 226 or CTA 326

COURSE DESCRIPTION:

This hands-on introductory course provides students with knowledge of the role of business analytics in modern business decision making and the skills necessary to utilize data and analytics to analyze business problems. The course begins with an overview of business analytics concepts, terminology, and tools. Students will understand the history of business analytics, how business analytics is used across a variety of iwill gain knowledge of Excel's intermediate-level capabilities that support the use of data for decision making. The course includes the use of Excel referencing functions, pivot tables to slice and dice data, and graphs and charts to communicate results visually.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Explain the landscape of analytics in the business environment and its usefulness in business decision making

Learning Objectives: The student will:

A

GOAL B:

Use Microsoft Excel as an analytic tool

Learning Objectives: The student will:

- B-1 Access, clean and merge data sources in order to prepare data for analysis
- B-2 Use Excel functions and tools to clean, logically reference, transform, and manipulate data
- B-3 Use pivot tables to analyze data and develop recommendations
- B-4 Use Excel graphics capabilities to create visual representations of analytic solutions

GOAL C:

Effectively bridge the communication gap between analytics and business decision making

Learning Objectives: The student will:

- C-1 Communicate quantitative information clearly, effectively and non-technically both in written reports and live presentations
- C-2 Compare best practices in visually presenting analytic results via charts, graphs and other advanced graphics such as sparklines, in-cell charting, and in-cell images
- C-3 Critically assess the information needs of the intended audience and use analytic results to influence the decisions of non-analytic business decision-makers