

BUSINESS ANALYTICS



WHEN

Spring 2024

CREDITS

2.5

FORMAT

Online Offline

EXTRA

MBA-course

LANGUAGE

English

This course will focus on the role of analytics in companies, the methods of data analysis, and how managers can formulate analytical tasks, control the quality of implementation and interpret results.

The course will not delve into the technical aspects of data analysis methods, but will cover descriptive statistics and business forecasting in detail.

COURSE OBJECTIVES

The course is designed for individuals and teams who want to get a wider picture of the role of analytics in business and use its instruments to provide more accurate data about the real state of the company. Choose this course if you want to:

- Develop analytical competence in your company by formulating analytical tasks, controlling the quality of their implementation and interpreting the results
- Understand the role of analytics in the company and how it can support decision-making
- Find out about different methods of data analysis and how they can be applied to solve business problems
- Dive into key analytics concepts such as descriptive statistics and business forecasting
- Learn about business analysis methods
- Develop analytical competence in the company.

COURSE OUTCOMES:

At the end of this course the students should be able to:

- Understand the role of analytics in companies and its impact on decision-making
- Use descriptive statistics and business forecasting techniques to make data-driven decisions
- Apply knowledge of segmentation, predictive analytics, optimization, and qualitative analytical methods to real-world business problems
- Make informed decisions due to developing critical thinking and problem-solving skills for analyzing data.

CONTACT INFORMATION

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