

**WILMINGTON UNIVERSITY
COURSE SYLLABUS
BASIC COURSE INFORMATION**

COURSE TITLE: Survey of Data Analytics

COURSE NUMBER: MBA 6350

PREREQUISITE: MAT 110 or equivalent/higher

COURSE DESCRIPTION:

This course is an introduction to data analytics, which involves using statistical analysis and visualization techniques to describe, display, and explore data to develop useful insights and convert data to actionable information that enables learning and making better decisions. Topics that will be covered include: data-driven decision-making, Microsoft Excel basics, data visualization (graphical and tabular), descriptive statistics, pivot tables and charts, correlation analysis, and linear regression (simple, multiple, and hierarchal). This course emphasizes using the advanced analytic capabilities of Microsoft Excel.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Students will master the use of commonly used data analytics and visualization techniques to describe the relationships between variables in complex data.

Learning Objectives: The student will

- A-1 Identify appropriate data analytics and visualization techniques for a given business decision-making scenario, including data visualization (graphical and tabular), descriptive statistics, pivot tables and charts, correlation analysis, analyzing differences between groups, and linear regression (simple, multiple, and hierarchal).

- A-2 State the underlying assumptions for data analytics techniques.
- A-3 Utilize statistical analysis and visualization tools to develop useful insights and actionable information from data.
- A-4