HANYANG UNIVERSITY

Hanyang International Summer School

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Course Information	Class No.	18092	**Course Code**	VEN3022	**Credits**	3	
	Course Name	Introduction to Business Analytics					
	Lecture Schedule	Mon-Thu /16:00~19:00					
	Course Description	This course provides quantitative methods used to solve problems and make decisions in business management. This course will be a combination of classroom lectures and lab instruction. During classroom lectures, the backgrounds, and procedures of various kinds of analysis tools will be introduced; during lab session, students will learn how to implement the techniques learned in class by using Excel and/or (possibly other similar tools)					
	Course Objective	At the end of the semester, students are expected to 1) be able to identify problems and choose proper techniques that can be used to analyze specific managerial problems faced by a business firm. 2) be familiar with the theoretical background and implementation process of critical quantitative skills introduced in this course 3) be proficient in using statistical software package to analyze dataset, interpret the results and reach conclusions or make decisions based on the results.					
	Prerequisite	No prerequisite required, but basic knowledge on statistics will be helpful.					
	Materials/Textbooks	Introduction to Business Analytics 1e, Vernon Richardson, McGraw Hill (URL: https://www.mheducation.com.sg/higher-education/catalogs)					

Evaluation	Attendance	20%	**Quiz**	20%
	Assignment	%	**Mid-term Exam**	25%
	Presentation	%	**Final Exam**	%
	Group Project	25%	**Participation**	10%
	Etc.	**Evaluation Item**		**Ratio**
				%

				%
Daily Lecture Plan	**Week 1**	Day 1	Opening ceremony	
		Day 2	Introduction & specify the question	
		Day 3	Statistics & Math Review	
		Day 4	Fundamentals of Probability	
	Week 2	Day 1	Fundamentals of Probability	
		Day 2	Exploratory analytics	
		Day 3	Confirmatory analytics	
		Day 4	Report the results (SOAR)	
	Week 3	Day 1	Statistical Inference Estimation (Sampling)	
		Day 2	Midterm	
		Day 3	Regression Analysis	
		Day 4	Marketing analytics	
	Week 4	Day 1	Financial analytics	
		Day 2	Machine learning (Decision tree)	
		Day 3	Final project	
		Day 4	Final project	