



## COURSE OUTLINE: GBM308 - BUS ANALYTICS & DATA

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	GBM308: BUSINESS ANALYTICS AND DATA STRATEGY
<b>Program Number: Name</b>	2109: GLOBAL BUSINESS MGMT
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2023-2024
<b>Course Description:</b>	This course introduces data driven business decision making skills that better inform practices in the workplace. Through the use of statistical tools, students will prepare and interpret visual representations of data.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<p><b>2109 - GLOBAL BUSINESS MGMT</b></p> <p>VLO 1 Collect, process and interpret data used to support international business</p> <p>VLO 4 Assist in the importing and exporting functions of a business</p> <p>VLO 7 Apply financial knowledge and skill to the operation of an international business</p>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	
<b>Essential Employability Skills (EES) addressed in this course:</b>	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 3 Execute mathematical operations accurately.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p>
<b>Course Evaluation:</b>	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>
<b>Books and Required Resources:</b>	Open Educational Resources used for Course to achieve VLOs, Outcomes, and Learning Objectives by OER



Data Analytics Simulation: Strategic Decision Making by Thomas H. Davenport  
 Publisher: HARVARD BUSINESS PUBLISHING EDUCATION Edition: Product #: 7050-HTM-ENG  
 Contact Chair/Coordinator for Simulation Course Pack

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
Understand the underlying methods and technologies used in business analytics.	1.1 Introduce and understand of business analytics. 1.2 Demonstrate data handling and processing.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Analysis and application of alternate methods for designing, developing and implementing business analytics tools.	2.1 Knowing Visual analytics and data mining. 2.2 Describing statistics and data exploration. 2.3 Application of statistical analysis. 2.4 Applications of linear regressions.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
Identify and justify opportunities for management support systems development and the specific considerations which apply in their effective management.	3.1 Applications of logit and probit models. 3.2 Understand time-series analysis. 3.3 Effective application of forecasting. 3.4 Understanding big data analytics.
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
Data Analytics Simulation: Strategic Decision Making.	4.1 Showing that analytics and decision-making are iterative processes. 4.2 Demonstrating that successful financial performance is the result of several possible combinations. 4.3 Communicating that all predictions and forecasts are based on probabilistic assumptions.

**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Assignment and Case study analysis	40%
Business Simulation-HBP	10%
Final Exam	30%
Mid-Term Exam	20%

**Date:**

June 23, 2023

**Addendum:**

Please refer to the course outline addendum on the Learning Management System for further information.

