



## COURSE OUTLINE: GBM101 - BUS ANALYTICS & DATA

Prepared: Steve Araba

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

<b>Course Code: Title</b>	GBM101: BUSINESS ANALYTICS AND DATA STRATEGY
<b>Program Number: Name</b>	2106: GLOBAL BUSINESS MGMT
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Semesters/Terms:</b>	20W, 20S, 20F
<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>	45
<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>2106 - 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>
<small>Please refer to program web page for a complete listing of program outcomes where applicable.</small>	
<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>	Passing Grade: 50%, D
<b>Other Course Evaluation &amp; Assessment Requirements:</b>	Passing Grade: 50%, D
<b>Books and Required Resources:</b>	<p>Practical Business Analytics Using SAS: A Hands-on Guide by Shailendra Kadre, Venkat Reddy Konasani</p> <p>Publisher: Apress Edition: 1st Edition, 2015</p> <p>ISBN: 978-1-4842-0043-8</p> <p>ebook</p>



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**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
1. Understand the underlying methods and technologies used in business analytics	1.1 Introduction and understanding of Business Analytics 1.2 Demonstrating Data handling and processing
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
2. Analysis and application of alternate methods for designing, developing and implementing Business Analytics tools	2.1 Visual analytics and data mining 2.2 Descriptive 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>
3. 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 Understanding time-series analysis 3.3 Effective application of Forecasting 3.4 Understanding Big Data Analytics

**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Assignment and Case studies	40%
Final Exam	30%
Mid-Term Exam	20%
Participation	10%

**Date:**

November 27, 2019

**Addendum:**

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

