



1.	Course title	Business analytics
2.	Course code	СДП-И-4
3.	Semester	10
4.	Unit offering the course	Faculty of Computer Science and Engineering
5.	ECTS	6
6.	Goals of the study programme	
	The students will learn how data analysts describe, predict, and inform business decisions in the specific areas of marketing, human resources, finance, and operations. They'll develop basic data literacy and an analytic mindset that will help them make strategic decisions based on data. The students will work on the project in order to apply their skills to interpret a real-world data set and make appropriate business strategy recommendations.	
7.	Contents of the study programme	
	The Business analytics models. Business analytics strategies. Development and Deployment of information at the functional level: costumer analytics, Human resource development, pricing, finance, inventory management. Business analytics at the analytical level: Descriptive statistical methods, lists and reports, Hypotheses-driven methods, Data-mining methods, Explorative methods (data reductions, cluster analysis, cross-sell models, up-sell models). Business requirement. Business analytics at the data warehouse level.	