

Syllabus: Data Science in Business

By the end of this course, students will be able to:

1. Identify business cases for using data science and Big Data
2. Understand how predictive analytics and machine learning can be used to improve supply chain management
3. Understand the pitfalls of working with different types of data, including Big Data

Assessment:

1. **Concept reviews:** these are comprised of short five question quizzes that cover the most important concepts and ideas in each lesson. They encourage holistic understanding and are multi-faceted question types (i.e. drag and drop, fill-in-the-blanks, matching, etc).

Materials provided:

1. Accompanying PDFs to use as reference materials
2. Printable guidelines that managers can fill out to assess the role of data in their team/company

Course Outline

1. Data in Business Today: 24 min
 - a) The leadership problem
 - b) The functions of data science in business
 - c) How have businesses used data science?

2. What Do Data Look Like?: 22 min
 - a) What is the value of data?
 - b) The 3 V's of data
 - c) Integrating social media data in business

3. Data Challenges in Business: 18 min
 - a) Challenges of using data
 - b) Additional data challenges

Total instructional time: 1 hr, 6 min