

Course Descriptor

INTE405 Data Analytics



Proposed Academic Year	2021/ 2022	Last Reviewed Academic Year	2020/2021
Course Code	INTE405	Course Title	Data Analytics
Credit hours	3	Level of study	Undergraduate-year4
College / Centre	COBA	Department	MIFS
Co-requisites	None	Pre-requisites	INTE310

1. COURSE OUTLINE

[This course covers the main topic in the area of business analysis to train students on how to use advanced statistical and business tools. Adequately, explore and investigate historical and current data to feed the decision makers with useful information. Statistical analysis descriptive and predictive is the core elements of this course. SPSS or Excel will be used as a primary analytical tool.

2. AIMS

[This course aims to equip the students with the basic skills to Analyzes business data. Understand how to use advance tools such as SPSS to solve business problems, in order to catch opportunities or avoid threats.

3. LEARNING OUTCOMES, TEACHING, LEARNING, ASSESSMENT METHODS, and Graduate Attributes Mapping

Learning Outcomes (<i>Definitive</i>)	Teaching and Learning methods (<i>Indicative</i>)	Assessment (<i>Indicative</i>)	Graduate Attributes Mapping
Upon successful completion of this course, students will be able to:			
1 Identify business problems and needs	Lectures and seminars	Reports, presentation In-class tests, quizzes	Knowledge of a discipline.
2 Identify the source of the data and how to collect them	Group work seminars and presentations	Reports, presentation In-class tests, quizzes	Knowledge of a discipline.
3 Conduct a thorough data analysis	presentations, lab work	Reports, presentation In-class tests, quizzes	Knowledge of a discipline.
4 Interpret data effectively	Lectures and seminars	Reports, presentation In-class tests, quizzes	Knowledge of a discipline.
Provide useful information in the right format to the decision makers	Lectures and seminars	Reports, presentation In-class tests, quizzes	Knowledge of a discipline.

4. ASSESSMENT WEIGHTING

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TOTAL HOURS	45
Plus, RECOMMENDED INDEPENDENT STUDY HOURS	
TOTAL COURSE HOURS	

7. RECOMMENDED READING

Core text/s:

Data Analytics: The Ultimate Beginner's Guide to Data Analytics Paperback – July 23, 2019
Edward Mize.
ISBN-13: 978-1925997576

Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die Paperback – January 20, 2016
Eric Siegel.
ISBN-13: 978-1119145677

Microsoft Excel 2019 Data Analysis and Business Modeling (6th Edition) (Business Skills)
Wayne Winston.
ISBN-13: 978-1509305889

Library + online resources:

ASU library, ASU online resources (ProQuest and e-library) and
Sultan Qaboos University Library