IS833 The Analytic Enterprise

This course will introduce students to the tools and techniques for becoming a data-driven or “evidence based” manager. This course is unique in the sense that it aims squarely at the needs of a manager in an analytically focused enterprise by providing both a hands-on introduction to the concepts, methods and processes of business analytics as well as an introduction to the use of analytics as the basis for creating a competitive advantage. In the first half of the course, we will learn how to extract value from data by asking the right questions and using the appropriate analytical methods and tools. Having developed an understanding of the basic techniques, in the second half of the class our attention shifts towards understanding how managers can use these techniques as the basis for decision making and creating competitive advantages from their enterprise data.