Miami Dade College

Course Description
GEB2100 | Introduction to Business Analytics | 3.00 credits
This course is for students majoring in business, marketing, business intelligence, computer science and other majors and introduces how information and technology are used in organizations to create market advantage. Students will learn about the operational units of an organization and the information requirements to support the organization.

Course Competencies:
Competency 1: The student will demonstrate knowledge of an organization and the competitive marketplace by:
1. Describing the marketing research function
2. Identifying the methods for segmenting consumer and business markets
3. Describing Porter's Five Forces Analysis
4. Describing business organizational structures
5. Identify business rhythms and cycles

Competency 2: The student will demonstrate an understanding of decision analysis techniques and tools by:
1. Analyzing business processes to identify improvement opportunities
2. Learning to distribute information to others through the effective use of collaborative technologies
3. Leveraging database software to solve business problems
4. Explaining how managers use business analytics to formulate and solve business problems to support managerial decision-making

Competency 3: The student will gain a basic understanding of business analytics and its applicability to various Industries by:
1. Identifying current trends in the current "Big Data" environment
2. Identifying what Big Data and other terminology is used in the marketplace today
3. Identify the current key players in business analytics
4. Differentiating between descriptive, predictive, and prescriptive analytics

Competency 4: The student will demonstrate the ability to communicate the value of data to business organizations by:
1. Identifying business requirements or needs
2. Identifying business issues relevant to the organization as a whole or within segments
3. Developing and presenting simple visualizations to address a given business scenario

Learning Outcomes:
- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information