



School of Information Technology

Business Analytics Primer

Course Synopsis

- Aim** : This course covers a concise introduction on business analytics, from descriptive and diagnostic analytics to predictive and prescriptive analytics. In this module, participants will learn the concepts of data management process, the characteristics of big data, as well as techniques of clustering and association for descriptive analytics and classification and regression for predictive analytics.
- Objectives** : Upon successful completion of this course, the participants will be able to:
1. Describe the data management process
 2. Explain the characteristics of big data
 3. Discuss the types of analytical techniques
 4. Evaluate the use of analytical techniques in various business situations

Course Duration	:	1 days (7 Hours)
Course Fee	:	SGD 310.30 per person (including GST 7%)
Date/Time	:	5 Apr 2017 - 9 AM to 5 PM
Venue	:	Room L438, Block L (Level 4), School of IT, Nanyang Polytechnic 180 Ang Mo Kio Ave 8 Singapore 569830
Location Map & How to get there	:	NYP - School of Information Technology <i>Please refer to Annex 1.</i>
Other Logistics	:	<ul style="list-style-type: none">- Course notes and folders will be provided- Certificate of participation will be provided for participants who have attended 75% of the course- Two refreshment breaks per day will be provided

Training Topics and Schedule

From	To	Topic
9:00	10:30	Welcome and Course Preview Introduction to Business Analytics <ul style="list-style-type: none"> Describe what business analytics is. Explain the characteristics of big data. Discuss on the source and influence of big data in our daily life and other disciplines.
10:30	10:55	Break
11:00	12:30	Key Concepts of Data Management Process <ul style="list-style-type: none"> Describe the data management process (data sources, data preparation, analytical techniques, actions, etc.). Explain the types of analytical techniques (descriptive, diagnostic, predictive, prescriptive, etc.).
12:30	13:25	Lunch
13:30	15:00	Application of Analytical Techniques <ul style="list-style-type: none"> Identify and discuss the use of analytical techniques in various business situations or subject areas. Working with Examples <ul style="list-style-type: none"> Apply the analytical techniques for data analysis using analytical software. Create data visualizations using appropriate charts with the help of analytical software.
15:00	15:25	Break
15:30	17:00	Working with Examples (cont'd) <ul style="list-style-type: none"> Apply the analytical techniques for data analysis using analytical software. Create data visualizations using appropriate charts with the help of analytical software.

Annex 1

Campus Map - School of Information Technology

