BAKER COLLEGE
STUDENT LEARNING OUTCOMES

BUS3050 Business Analytics

3 Semester Hours

Student Learning Outcomes & Enabling Objectives

1. Evaluate data for the purposes of problem solving.
    a. Critically analyze statistical data for sources, relevance, validity, and integrity.
    b. Determine a data-driven recommendation for the audience.
    c. Analyze and defend data sources.

2. Explore the role of business decision-making.
    a. Identify the need to make a decision.
    b. Outline the steps and potential barriers of the decision-making process.
    c. Analyze the decision to be made.
    d. Compare different types of decisions and decision models.
    e. Identify tools in excel to create charts and graphs and their methods in Excel to plot data.
    f. Select a good decision-making process for various scenarios.
    g. Identify key players and their roles in the decision-making process.
    h. Identify when and who to ask for help in the decision-making process including hypothesis testing.
    i. Identify the communication processes to disseminate the final business decision.
    j. Identify the tools to communicate the data results and final decision.
    k. Outline the steps to implement the final decision.

3. Investigate the strategic value and use of data analysis in business decision making.
    a. Differentiate between quantitative, qualitative, primary, and secondary data.
    b. Examine the importance of neutral research.
    c. Identify audience appropriate and problem-focused analytical models.
    d. Solve business problems using binomial distribution.
    e. Explain the steps to interpret and process data.
    f. Classify the functions and applications of various data analysis tools.

4. Explain the importance of an ethical approach for data analysis and business decision-making.
    a. Evaluate the assumptions of each hypothesis-testing procedure and some of the potential pitfalls
    b. Identify legal regulations in various industries that affect ethics and decision-making.
    c. Discuss the benefits and responsibilities of analytics.

d. Classify the functions and applications of various business intelligence tools.

Big Ideas

Ethics
Data Integrity & Decision-Making
Use of various Tools for Decision-Making
M.A.I.P. (Measurement, Analysis, Interpretation, Presentation

Essential Questions

1. What role does ethics play in decision-making?
2. What are the essential elements in collecting an communicating data?
3. Why is it important to maintain data integrity?
4. How does data and analysis of data provide value?

These SLOs are approved for experiential credit.

Effective: Fall, 2020