DEPARTMENT OF BUSINESS ADMINISTRATION

DERS İZLEME PROGRAMI/ COURSE SYLLABUS

Ders Adı / Course Title	BUSI 358 – Data Science for Business
Ders Kodu / Course Code	BUSI 358
Yarıyıl / Semester	Bahar / Spring
Türü / Category	Alan Seçmeli Ders / Elective Course
Önkoşul / Prerequisite	MATH 204-Statistics for Social Science BUSI231-Introduction to Marketing BUSI252-Introduction to Management Science
Dil / Language	İngilizce / English
ABÜ Kredi Değeri / ABU Credit	3
ECTS Değeri / ECTS Credit	5
Ders Sitesi / Course Web	http://mohammedabubakar.com/moodle/moodle/ **OR** lms.antalya.edu.tr
Öğretim Elemanı / Instructor	
E-posta / E-mail	
Ofis Tel / Office	+(90) 000 000 0000
Ofis No /Office No	

Ders Tanımı / Course Description
Data Science is an emerging field that seeks to discover and explore new ways of exploiting data to support business decision-making. Advances in technology has made it possible for individuals and organizations to produce vast amounts of real-time heterogeneous data (i.e. Big Data), which results to a greater demand for experts who can manage and analyze such data effectively. This course aims to provide students with theoretical and practical concepts of data science. In the knowledge economy, business enterprises are able to perform better through informed decisions driven by data. Students will learn how large amounts of business-related data can be used to generate insights and to explore the business ecosystem for value creation. This course also includes demonstration of some analytics tools to provide hands-on experience through analyzing, visualizing and presenting data effectively using popular analytical tools in the market such as Tableau Desktop, QlikView, Datapine

Öğrenme Çıktıları / Key learning Outcomes

Upon completion of this course, students will:
   ✓ Gain an understanding of the foundations of data science and its applications
   ✓ Understand how data science processes can be used to solve business problems
   ✓ Understand the role and value of data analytics in the business world
   ✓ Understand concepts for extracting knowledge from data
   ✓ Understand and gain hands-on experience using analytics tools for data design, extraction, formatting, analysis, visualization and interpretation
   ✓ Gain awareness of data ethics considerations

This course does not require coding knowledge. However, marketing, management and business, mathematical and statistical knowledge are important.

Ders Kitabı / Text Book
Dersle ilgili tüm bilgiler ve ders materyalleri dersin sitesinde bulunacaktır / Course related materials will be posted on the course web site.

Haftalık Ders Programı / Weekly Course Schedule	
Hafta / Week 1	Introduction to Data Science
Hafta / Week 2	Data and Data Science Capability as a Strategic Asset
Hafta / Week 3	Data Analytics Techniques Case study
Hafta / Week 4	Data Preparation & Manipulation
Hafta / Week 5	Data Preparation & Manipulation (SQL)
Hafta / Week 6	Data Cleaning and Integration
Hafta / Week 7	Machine Learning
Hafta / Week 8	**Ara Sınav / Midterm Exam**
Hafta / Week 9	Data Visualization Data Ethics
Hafta / Week 10	Practice with Tableau 1
Hafta / Week 11	Practice with Tableau 2
Hafta / Week 12	Practice with Tableau 3
Hafta / Week 13	Practice with Tableau 4
Hafta / Week 14	**Revision Fınal Sınav / Final Exam**

Değerlendirme Yöntemi / Method of Assessment				
Değerlendirme / Evaluation	Quizzes / Quizzes	Laboratuvar Çalışmalar / Lab Work	Vize Sınavı / Midterm Exam	Fınal Sınavı / Final Exam
Yüzdelikler / Percentage	15%	15%	30%	40%

Important note	
Academic Honesty	Plagiarism will not be tolerated under any circumstances. Plagiarism is intentionally failing to give credit sources used in writing regardless of whether they are published or unpublished. Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence and will be dealt with accordingly

Not Baremi/Grade Scale	
Grade	Score
A+	>90
A	89 -86
A-	85- 82
B+	81-78
B	77-74
B-	73-70
C+	69-66
C	65-62
C-	61-58
D+	57-54
D	53-50
F	<50
Fx	
S	
U	