Selected Topics in Management and Organizational Studies

Course: Business Intelligence

Instructor: Aria Teimourzadeh

Organizations increasingly rely on data and sophisticated analytical tools to make effective, strategic decisions and thus look for workers with a data-driven mindset and business analytics skills. This course will enable you to develop an understanding of the vast amount of data that is available to organizations, and teach you the skills to access, prepare, analyze and visualize this data to support decision-making, solve business problems, and remain competitive. This course is heavily based on hands-on activities, providing you with practice implementing data analytic techniques and using tools for business intelligence. The focus is on techniques and tools that can be used by individuals in an organization to gain insight into complex business problems. The techniques that will be used are extended data cleaning, data analysis and data visualization. These analytics techniques will be supported with applications such as MS Excel, Power BI and Tableau.