**DSO 510**

**Business Analytics**

Spring 2015  
Units: 3.0  
Prerequisites: None  

**Course description**

Business analytics provides benefits throughout all major functional areas of an organization. Business analytics is defined as the study, integration, and application of knowledge, skills, and methods for using data, statistical analysis, quantitative approaches, and predictive modeling to enable data-driven decision making, innovation, and leadership in organizations. Business analytics enables “Big Data” initiatives. This course teaches students how to use the SAS statistical data analysis package (www.sas.com), including hands-on skills for using SAS to implement strategies and approaches for business analytics. This course does not assume prior knowledge of topics for business analytics, has no prerequisites, and is open to all USC graduate students from all schools and all disciplines.

**Who should take the course?**

Students who plan to have a career in management, consulting, strategy, product development, marketing, social media, or operations with an emphasis on data-driven decision making, innovation, and leadership in organizations.

**Course objectives**

- Foundational knowledge, skills, methods, tools, and resources for business analytics
- Understanding of ideas, strategies, and approaches for how leading companies use business analytics in multiple major functional areas
- How to use the SAS statistical data analysis package (www.sas.com) to implement strategies and approaches for business analytics
- Hands-on skills for defining, performing, and presenting business analytics for data-driven decision making, innovation, and leadership

**Key concepts**

- Business analytics
- “Big Data” initiatives
- Strategy, data analysis, models
- Insights, action, feedback
- Data-driven decision making
- SAS statistical data analysis
- Hands-on SAS skills and project
- Rapid predictive modeling
- Regression, analysis of variance
- Dashboards, data visualization
- Insights, actionable knowledge, and feedback in IBM Watson analytics system

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