



# Wayne County Community College District

## COURSE SYLLABUS

### BUS 261 Business Applications of Big Data

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**CREDIT HOURS:** 3.00

**CONTACT HOURS:** 45.00

**COURSE DESCRIPTION:** The presentation of complex and relevant data in readily apparent ways is central to this course. Techniques in probability and statistics are continually explored and advanced while ways of exposing such business intelligence in easily digestible methods to decision-makers is honed. Students will deal with actual business scenarios like sales, marketing, logistics and finance. Students are expected to bring in practical problems from fields of their own interest. Students practice presentation techniques and in leading discussions with relevant business data. Teamwork is an essential part of this course. The class meets in a computer lab and hands-on work is to be expected throughout the course.

**PREREQUISITES:** BUS 241

#### **EXPECTED COMPETENCIES:**

*Upon completion of this course, the student will be familiar with:*

- Demonstrate how to select appropriate data visualizations to communicate clear and relevant analytic insights to business decision-makers
- Demonstrate a secure understanding of various statistical approaches to data presentation and simulation
- Articulate and present data sets that have used, analyzed and shown to be an advantage in decision-making and know how to present and articulate the value of such data

#### **ASSESSMENT METHODS:**

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

#### **GRADING SCALE:**

90%-100% = A  
80%-89.9% = B  
70%-79.9% = C  
60%-69.9% = D  
<60% = E