

Business Analytics (2 ECTS)

Introduction

Business decision making involves the analysis of the information available, which is frequently presented in the form of quantitative data. In this course, we use simple techniques to illustrate how the analysis of quantitative data can help the manager in the decision making process. The examples used cover various aspects of the business activity, such as human resources management, customer relationship management and sales forecasting.

Objectives

In this course, the student is expected to get experience in business-oriented quantitative analysis and familiarity with the elementary techniques of data analysis. The course takes advantage of the technical notes, cases and assignments to present a range of situations which illustrate how the quantitative analysis contributes to describe and predict customer and worker's behaviour.

Content

The main topics covered by this course are:

- Simple linear regression.
- Multiple linear regression.
- Forecasting with time series data.
- Classification.

Evaluation

The evaluation is based on:

- Class participation (30%).
- Final exam (70%).

Class participation includes not only in-class oral interventions but also attendance and

professionalism. Leaving before the class ends or arriving late will be strongly penalized, as well as absences. Small assignments, questions or quizzes done in-class will also count as class participation.

Competences

Basic

CB6. Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CB7. The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB10. Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

General

CG1. Expose and discuss business situations rigorously and effectively, using both formal and informal procedures, and providing relevant data to support their observations and conclusions.

CG3. Work as a team within multicultural business environments, inspiring the trust of colleagues and collaborators, their commitment to achieving objectives, and the delegation of tasks and decisions.

CG5. Identify the catalysts for personal and organizational change to encourage entrepreneurial and innovative behavior that allows adaptation to change business environments.

CG7. Effectively distinguish and categorize relevant information for business decision-making.

Specific

CE01. Apply a structured and rigorous process of analyzing business situations that integrates all the business dimensions (personal, strategic, financial, etc.) and concludes with a reasonable and feasible action plan.

CE07. Understand and apply conflict resolution techniques and skills in multicultural organizational environments.

CE28. Learn to manage control tools to help implement the company's strategy.

CE29. Mastery of computer and technological tools (ICT), applied to accounting and financial management, to make correct decisions.

CE30. Strategically analyze the value chain and the keys to the success of an industry or a business, prior advanced knowledge of the various existing competitive strategies, the competitive contexts in which they make sense, and the origin of sustainable competitive advantages.

CE32. Ability to develop business plans, understanding each of the processes, which allow presenting business plans to real investors.