

Collin College - Continuing Education
COURSE SYLLABUS

COURSE INFORMATION

Course Number: ITSW 1058

Course Title: Data Science - Business Analytics

Course Description: Exploration of skills, technologies, applications and processes for using data and statistics to gain business insight.

Suggested Course Prerequisite(s): None

Course Resources: Student must bring personal laptop computer for use in class.

Student Learning Outcomes: Demonstrate ability to think critically about data and perform the required analyses to identify business opportunities for creating value.

Certification Notes: Part of the Data Science certificate series

Lesson Plan:

Business Analytics – theory and concepts, data life cycle, key business intelligence tools,
Predictive Analytics – strategy, segmentation and clustering, statistical hypothesis testing
Social Media Analytics – data visualization theory, concepts, tools
Data security – regulatory compliance, privacy, threat awareness

Course Sessions: Listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information. <http://www.collin.edu/studentresources/personal/studenthandbook.aspx>