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# ANLY645

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## Course Summary

**Course :** ANLY645 **Title :** Enterprise Analytics

**Length of Course :** 8 **Faculty :**

**Prerequisites :** N/A **Credit Hours :** 3

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## Description

### Course Description:

This course is designed to lead students through various projects and business problem scenarios to enable them to apply concepts learned to quantify elements of alternative elimination, assess data pertinent to the overall decision-making process, and to gain and understanding of the different business functions and how data is used differently in each area.

### Course Scope:

This course increases students' assimilation and comprehension of the application of business analytics tools in enterprise thinking to solve problems or make decisions. This course also enables analyzing and criticizing some industry-specific case study research.

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## Objectives

After successfully completing this course, you will be able to

CO-1 Analyze how historical trends in data utilization within organizations are impacting organizational decision-making in case studies.

CO-2: Develop, and propose alternate strategies (to the ones provided in the case studies) with the potential to yield improved results.

CO-3: Apply appropriate analytic strategies to evaluate and report on business decision-making efficacy in case studies.

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CO-4: Differentiate how various functions within the organization use qualitative and quantitative data analytic methods to evaluate the effectiveness of existing business practices (e.g. marketing, supply chain management, financial analysis, human resources, etc.).

CO-5: Evaluate the appropriate uses of data in business decision-making.

CO-6: Assess and report on the efficiency and efficacy of data-sharing protocols within the business.

Develop alternate protocols with the potential to improve operations efficiency within the workplace settings CO-7: Evaluate the appropriate level of reporting to support business decision making when given varying statistical outputs and stakeholders.

CO-8: Distinguish how various roles within the organization will influence the need for data for, and use information in, the decision-making process.

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## Outline

### Week 1: Overview of Analytics and Their Value

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#### Learning Outcomes

After successfully completing this course, you will be able to

CO-1 Analyze how historical trends in data utilization within organizations are impacting organizational decision-making in case studies.

CO-3: Apply appropriate analytic strategies to evaluate and report on business decision-making efficacy in case studies.

CO-6: Assess and report on the efficiency and efficacy of data-sharing protocols within the business.

Develop alternate protocols with the potential to improve operations efficiency within the workplace settings

#### Required Readings

#### Textbook Readings

Chapter 1: Chapter 1 What Do We Talk About When We Talk About Analytics?

Chapter 2: The Return on Investments in Analytics

#### Assignments

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Discussion Forums (Two this week):

- Introductory Forum
- Discussion Forum 1

Assignment:

No assignment due in W1, but prepare for Case Analysis #1 due in W3.

Recommended Optional Reading

Recommended Media

## **Week 2: The Return on Application of Analytics I**

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Learning Outcomes

After successfully completing this course, you will be able to

CO-4: Differentiate how various functions within the organization use qualitative and quantitative data analytic methods to evaluate the effectiveness of existing business practices (e.g. marketing, supply chain management, financial analysis, human resources, etc.).

CO-5: Evaluate the appropriate uses of data in business decision-making.

Required Readings

Textbook Readings

Chapter 3: Leveraging Proprietary Data for Analytical Advantage

Chapter 4: Analytics on Web Data: The Original Big Data

Assignments

Discussion Forums:

- Discussion Forum 2

Assignment:

No assignment due in W1, but prepare for Case Analysis #1 due in W3.

Recommended Optional Reading

Recommended Media

## **Week 3: Application of Analytics II**

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## Learning Outcomes

After successfully completing this course, you will be able to

CO-1 Analyze how historical trends in data utilization within organizations are impacting organizational decision-making in case studies.

CO-2: Develop, and propose alternate strategies (to the ones provided in the case studies) with the potential to yield improved results.

CO-3: Apply appropriate analytic strategies to evaluate and report on business decision-making efficacy in case studies.

CO-5: Evaluate the appropriate uses of data in business decision-making.

CO-6: Assess and report on the efficiency and efficacy of data-sharing protocols within the business.

Develop alternate protocols with the potential to improve operations efficiency within the workplace settings

CO-8: Distinguish how various roles within the organization will influence the need for data for, and use information in, the decision-making process.

## Required Readings

### Textbook Readings

Chapter 5: The Analytics of Online Engagement

Chapter 6: The Path to “Next Best Offers” for Retail Customers

Chapter 15: Partners HealthCare System

### Assignments

Discussion Forums: •

Discussion Forum 3

Assignment:

Case Analysis #1 due in W3.

Recommended Optional Reading  
Recommended Media

## Week 4: Technologies for Analytics I

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## Learning Outcomes

After successfully completing this course, you will be able to

CO-3: Apply appropriate analytic strategies to evaluate and report on business decision-making efficacy in case studies.

CO-5: Evaluate the appropriate uses of data in business decision-making.

CO-7: Evaluate the appropriate level of reporting to support business decision making when given varying statistical outputs and stakeholders.

## Required Readings

### Textbook Readings

Chapter 7: Applying Analytics at Production Scale

Chapter 8: Predictive Analytics in the Cloud

## Assignments

### Discussion Forums:

- Discussion Forum 4

### Assignment:

Prepare for Case Analysis #2 due in W5.

Recommended      Optional      Reading  
Recommended Media

## Week 5: Technologies for Analytics II

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## Learning Outcomes

After successfully completing this course, you will be able to

CO-1 Analyze how historical trends in data utilization within organizations are impacting organizational decision-making in case studies.

CO-2: Develop, and propose alternate strategies (to the ones provided in the case studies) with the potential to yield improved results.

CO-3: Apply appropriate analytic strategies to evaluate and report on business decision-making efficacy in case studies.

CO-5: Evaluate the appropriate uses of data in business decision-making.

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CO-7: Evaluate the appropriate level of reporting to support business decision making when given varying statistical outputs and stakeholders.

CO-8: Distinguish how various roles within the organization will influence the need for data for, and use information in, the decision-making process.

### Required Readings

### Textbook Readings

Chapter 9: Analytical Technology and the Business User

Chapter 10: Linking Decisions and Analytics for Organizational Performance

Chapter 16: Analytics in the HR Function at Sears Holdings Corporation

### Assignments

### Discussion Forums:

- Discussion Forum 5

### Assignment:

Case Analysis #2 due in W5.

### Recommended Optional Reading

### Recommended Media

## **Week 6: The Human Side of Analytics I**

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### Learning Outcomes

After successfully completing this course, you will be able to

CO-4: Differentiate how various functions within the organization use qualitative and quantitative data analytic methods to evaluate the effectiveness of existing business practices (e.g. marketing, supply chain management, financial analysis, human resources, etc.).

CO-6: Assess and report on the efficiency and efficacy of data-sharing protocols within the business.

Develop alternate protocols with the potential to improve operations efficiency within the workplace settings

CO-7: Evaluate the appropriate level of reporting to support business decision making when given varying statistical outputs and stakeholders.

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CO-8: Distinguish how various roles within the organization will influence the need for data for, and use information in, the decision-making process.

### Required Readings

### Textbook Readings

Chapter 13: Governance for Analytics

Chapter 14: Building a Global Analytical Capability

### Assignments

### Discussion Forums:

- Discussion Forum 6

### Assignment:

Prepare for Case Analysis #3 due in W7.

### Recommended Optional Reading

### Recommended Media

## **Week 7: The Human Side of Analytics II**

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### Learning Outcomes

After successfully completing this course, you will be able to

CO-1 Analyze how historical trends in data utilization within organizations are impacting organizational decision-making in case studies.

CO-2: Develop, and propose alternate strategies (to the ones provided in the case studies) with the potential to yield improved results.

CO-3: Apply appropriate analytic strategies to evaluate and report on business decision-making efficacy in case studies.

CO-4: Differentiate how various functions within the organization use qualitative and quantitative data analytic methods to evaluate the effectiveness of existing business practices (e.g. marketing, supply chain management, financial analysis, human resources, etc.).

CO-5: Evaluate the appropriate uses of data in business decision-making.

CO-6: Assess and report on the efficiency and efficacy of data-sharing protocols within the business.

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Develop alternate protocols with the potential to improve operations efficiency within the workplace settings

CO-7: Evaluate the appropriate level of reporting to support business decision making when given varying statistical outputs and stakeholders.

CO-8: Distinguish how various roles within the organization will influence the need for data for, and use information in, the decision-making process.

### Required Readings

### Textbook Readings

Chapter 17: Commercial Analytics Culture and Relationships at Merck

### Assignments

### Discussion Forums:

- Discussion Forum 7

### Assignment:

Case Analysis #1 due in W3.

### Recommended Optional Reading

### Recommended Media

## **Week 8: Case Studies in the Use of Analytics**

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### Learning Outcomes

After successfully completing this course, you will be able to

CO-1 Analyze how historical trends in data utilization within organizations are impacting organizational decision-making in case studies.

CO-2: Develop, and propose alternate strategies (to the ones provided in the case studies) with the potential to yield improved results.

CO-3: Apply appropriate analytic strategies to evaluate and report on business decision-making efficacy in case studies.

CO-4: Differentiate how various functions within the organization use qualitative and quantitative data analytic methods to evaluate the effectiveness of existing business practices (e.g. marketing, supply chain management, financial analysis, human resources, etc.).



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CO-5: Evaluate the appropriate uses of data in business decision-making.

CO-6: Assess and report on the efficiency and efficacy of data-sharing protocols within the business.

Develop alternate protocols with the potential to improve operations efficiency within the workplace settings

CO-7: Evaluate the appropriate level of reporting to support business decision making when given varying statistical outputs and stakeholders.

CO-8: Distinguish how various roles within the organization will influence the need for data for, and use information in, the decision-making process.

Required Readings

Textbook Readings

Review Chapter 1 to Chapter 17

Assignments

Discussion Forums:

- Discussion Forum 8 [optional not graded].

Assignment:

Review and reflect on course.

Recommended Optional Reading

Recommended Media

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## Evaluation

Grading:

| Name                            | Grade % |
|---------------------------------|---------|
| Discussions                     | 35.00 % |
| Week 1: Introductory Discussion | 4.38 %  |
| Week 2: Discussion              | 4.38 %  |
| Week 3: Discussion              | 4.38 %  |
| Week 4: Discussion              | 4.38 %  |
| Week 5: Discussion              | 4.38 %  |
| Week 6: Discussion              | 4.38 %  |

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Week 7: Discussion 4.38 %  
Week 8: Discussion 4.38 %

|                  |         |
|------------------|---------|
| Assignments      | 65.00 % |
| Case Analysis #1 | 13.00 % |
| Case Analysis #2 | 26.00 % |
| Case Analysis #3 | 26.00 % |

## Materials

**Book Title:** Enterprise Analytics: Optimize Performance, Process, and Decisions Through Big Data (Ebook available in the APUS Online Library) **Author:** Davenport, T.

**Publication Info:** Pearson Lib

**ISBN:** 9789332540347

## Course Guidelines

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