



**Future Academy  
Higher Future Institute for Specialized Technological Studies**

**Course Specification**

**1- Course information:**

<b>Course Code:</b>	<b>416</b>
<b>Course Title:</b>	<b>Business analytics</b>
<b>Year/level</b>	<b>2<sup>nd</sup> level</b>
<b>Academic Programs</b>	<b>Bachelor of Business administration (English)</b>
<b>Contact hours/ week</b>	<b>Theoretical Hours :3hrs ,Practical Hours :2hrs</b>

**2- Course aims:**

**This course teaches students how to use business analytics tools and techniques to turn data into valuable insights. They will learn to analyze and visualize data to inform better business decisions. Additionally, this course provides students with a foundation in business analytics. They will learn to use software tools to explore data and extract meaningful information to support strategic decision-making.**

**3- Intended learning outcomes of the course (ILOs):**

**a- Knowledge and understanding:**

**On successful completion of this course, the student should be able to:**

- a 1- Understand the fundamentals of Business analytics**
- a2- Recognize the difference between Business analytics & Data analysis**
- a3- Learn the importance of business analytics**
- a4- Demonstrate the application of business analytics used in human resources, Marketing, finance & operation and other fields)**
- a 5- Demonstrate the application of different decision models (descriptive models, predictive models & prescriptive models)**

**b- Intellectual skills:**

**On completing this course, the student should be able to:**

- b1- Explain the different decision models (descriptive models, predictive models & prescriptive models)**

**b2- Explain the techniques of business analytics on human resources, Marketing, finance & operation and other fields)**

**b3- Identify the inputs and the outputs of the systems**

**b4 - Analysis of financial statements (profitability, liquidity, activity & debt ratios)**

**b 5 – Use of data, information & data base in decision making**

### **c- Professional and practical skills:**

**At the end of this course, the student will be able to:**

**c1- Develop Knowledge of the varied techniques & tools of business analytics.**

**c2- Develop Knowledge of the techniques of data analysis**

**c3- Implement problem solving skills using appropriate technique of business analytics**

**c4- Use of information technology in business management.**

### **d- General and transferable skills:**

**On successful completion of this course, the student should be able to:**

**d1 – Display knowledge of the varied techniques & tools of business analytics.**

**d2- Display how to do Brainstorming discussions to propose a problem solution.**

**d3- Develop problem solving skills.**

**d4- Develop decision making skills.**

## **4- Course contents**

<b>Topics/units</b>	<b>Number of hours</b>		<b>ILO's</b>
	<b>Lecture hours</b>	<b>Practical hours</b>	
<b>Introduction to business analytics</b>	3hrs	2hrs	a 1, a 2 ,c1,d1
<b>Evolution of business analytics + Scope of business analytics</b>	6hrs	4hrs	a 1, a3 , c4,d1
<b>Analysis of financial statements (profitability, liquidity, activity &amp; debt ratios)</b>	3hrs	2hrs	b 4, d3 ,d4
<b>techniques &amp; tools used in business analytics</b>	6hrs	4hrs	a 1, b2 , b3, c1,c4
<b>Decision models (descriptive models , predictive Models , prescriptive Models)</b>	6hrs	4hrs	a 5, b1 , b3 ,c1,c4
<b>Data analysis (data ,data base &amp; information )</b>	3hrs	2hrs	a 1, a 2, b5 ,c2
<b>Problem solving &amp; decision making</b>	3hrs	2hrs	b 5, c3,c4 ,d2,d3 ,d4
<b>Business analytics applied on (Human resources field +Marketing field)</b>	3hrs	2hrs	a 4, b2 ,c3,c4,d2
<b>Business analytics applied on (Finance + operation field)</b>	3hrs	2hrs	a 4, b2 ,c3,c4,d2

## **5- Teaching and learning methods**

Methods	ILOs																	
	a1	a2	a3	a4	a5	b1	b2	b3	b4	b5	c1	c2	c3	c4	d1	d2	d3	d4
Lectures	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Practical sections/Tutorials									✓							✓	✓	✓
Self-learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Assays and reviews				✓							✓		✓					
Discussion groups							✓											
Problem-solving							✓				✓				✓	✓	✓	✓
E-learning																		
Blended learning																		

## 6- Teaching and learning methods for Low-achieving students

- Extra teaching hours for those who need help
- More quizzes to assess their ability for understanding the course
- Encourage the team work for those students with other advanced ones to increase their participation and understanding

## 7- Student assessment

Assessment method	Time	Grade weight (%)	Week	ILOs
Course Work ( Tutorial Exercise and Assignments)		10	Every week	a1-a5,b1-b5,c1-c4,d1-d4
Quiz 1	1	10	Week#4	a1-a5,b1-b5
Mid-term exam	1	20	Week#7	a1,a2,a3,a5, b1,b3,b4,b5
Quiz 2	1	10	Week#11	a1-a5,b1-b5
Final Written exam	2	50	----	a1-a5,b1-b5

## 8-List of references

### 8.1. Student notebooks:

Lectures notes and sections notes

### 8.2. Essential textbooks:

**Evans, J. (2020). Business Analytics, Global Edition. United Kingdom: Pearson Education.**

**8.3. Recommended textbooks:**

**Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., Anderson, D. R. (2018). Business Analytics. United States: Cengage Learning.**

**8.4. Journals, Periodical and Reports .....etc.**

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**8.5. Websites**

**<https://www.ekb.eg/ar/home>**

**Course Coordinator: Dr. Aya Assem**

**Head of department: Associate professor Dr. Mohamed Elbaz**

**Date of Approval: 9/7/2024**