ISOM 2600 Introduction to Business Analytics
Course Description

Instructor: Inchi Hu, Chair Professor of ISOM, Room 4076, 2358-7734 (O) Email :imichu@ust.hk

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Class Meets: Tuesday 10:30 – 12:30

Objective and intended learning outcomes

This course equips students with the necessary knowledge and skill to apply data analytics to real-world challenges they will face in their career. It covers statistical tools in descriptive analytics and predictive analytics, including multiple linear regression, logistic regression, classification, and clustering. The emphasis is on business applications, understanding and interpretation of data analytic results, rather than theory and computation. Students use Python packages for data analysis.

Course materials

Lecture notes will be posted on course website before each lecture.
Reference book**:** "Python Data Science Handbook" by Jake VanderPlas

Assessment

Assignments (40%) + Attendance/Participation (10%) + Final examination (50%)

Class Schedule

Sessions	Date	Topics	
1	Oct. 27	Introduce Business Analytics and Review of Simple Regression	
2	Nov. 3	Introduction to Multiple Regression	[Assignment 1]
3	Nov. 10	Transformation and Interaction of Variables	
4	Nov. 17	Regression Model Selection	[Assignment 2]
5	Nov. 24	Classification Method	
6	Dec. 1	Cluster Analysis	[Assignment 3]