



University of Pretoria Yearbook 2019

Business analytics 370 (OBS 370)

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| Qualification | Undergraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| Programmes | BCom Business Management BCom Marketing Management |
| Prerequisites | Admission to exam in OBS 359. |
| Contact time | 3 lectures per week |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 2 |

Module content

Evaluates how to strategically align, plan for and direct investments in, and governance of, processes for continuous renewal of analytic deployments in business. An overview of analytics in the business context will be provided that will cover: concepts of strategic and operational analytics; overview of concepts like dimensional modeling, the Model Life cycle, data mining, big data, KPIs and metrics, ERP and analytics, in-database/memory analytics; real-time analytics and data stream analysis. The applied decision making aspect will focus on mastering quantitative modeling tools and techniques for business decision-making and deterministic optimisation techniques.

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