



# Course Specification (Postgraduate)

Course Title: Data Analysis

Course Code: 27153 DAR

**Program**: Master of Business Administration (MBA)

**Department**: Business Administration

**College**: Business College

**Institution**: Bisha University

Version: 2

**Last Revision Date:** 07/02/1445









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#### A. General information about the course:

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1	Course		lantiti	Cation
4.0	Course			Lauvii

1. C	redit hours:						
2 c	redit hours						
2. C	ourse type						
Α.	□University	□College	□Depa	rtment	⊠ Tı	rack	
В.	⊠ Required			□Elec	tive		
3. L	evel/year at wh	ich this course is	s offere	d: (Seco	ond le	vel/ First y	ear)
4. C	Course general D	escription:					
with com of d man The bus	n holistic training prehend data to lifferent software nagement. course prepare iness setting. R	e syllabus is desiging to understand make conclusion e or specialized syles students to conclusion ackage will be upackage wi	nd, studens and adverse and adverse and adverse and actured for a seed for a	dy, extrehieve s more pa	ract, a specificarticular cal res	analyze, med data goa arly in the f	nanipulate, and als with the help field of business
5. P	re-requirement	s for this course	(if any):				
None							
6. Co-requirements for this course (if any):							
Nor	ne						

# 7. Course Main Objective(s):

This course provides student with a better understanding of how data-driven models can improve his ability to make decisions in a fast-paced and uncertain world, and the ability to use modeling to predict outcomes. future trends.

It teaches student skills in Tableau data visualization and reporting, with which to clearly communicate his findings and business needs. A synthesis project as proof of his ability to analyze, summarize, visualize and report information extracted from a set of data.





No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	16	53.3%
2	E-learning	14	46.7%
3	<ul><li>Hybrid</li><li>Traditional classroom</li><li>E-learning</li></ul>		
4	Distance learning		
	Total		100%

### **3. Contact Hours:** (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	25
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (Self learning)	50
	Total	75

# B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods:

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and under	standing		
1.1	Understand the basic the Business administration	neory of probability and its	s some application in	K1
1.2	Understand the Mathematical Background of modelling problems in K1 Business			
•••				
2.0	Skills			
2.1	Conduct parametric hypo	thesis testing		S1
2.2	Conduct empirical analysis in the domain of business administration with R package			S3
3.0	Values, autonomy, and	d responsibility		
3.1		and apply their knowledge	to solving complex of statistics through an	V3
3.2	Develop expertise in its	g the toots of mathematical a	and statistical modeling	V3



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods

#### **C. Course Content:**

No	List of Topics	Contact Hours
1.	Theme1: Introduction and Review of Statistical tools, Descriptive Statistics and Inferential Statistics	9
2.	Theme2: Hypothesis Testing and Variance Analysis – Parametric Statistics	9
3.	Theme3: Linear Regression, Model: Theory: OLS & Inference, Application in Business Administration	9
4.	Theme4: Non Linear Regression, Model: Theory: GMM estimation & Inference, Application in Business Administration	9
5.	Theme5: Panel Regression: Theory: Estimation, Dynamic Model, Application in Business Administration	9
	Total	45

#### **D. Students Assessment Activities:**

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Individual Written Assignments	weekly	10%
2.	Homeworks	Periodic	15%
3.	First periodic Exam.	7/9	15%
4.	In class performance	Each Class	20%
4.	Final Paper	End of Semester	40%

<sup>\*</sup>Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

## **E. Learning Resources and Facilities:**

# 1. References and Learning Resources:

-Christian Heumann, Michael Schomaker, Shalabh (2016),
Introduction to Statistics and Data Analysis With Exercises, Solutions
and Applications in R

-Jay L. Devore (2020), Introduction to Statistics and Data Analysis

Supportive References

Rstudio and R package

R package free download
<a href="https://CRAN.R-project.org/package=AER">https://CRAN.R-project.org/package=AER</a>

Other Learning Materials

2. Educational and Research Families and Equipment Required:

5



Items	Resources
<b>facilities</b> (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom that can accommodate 15 students at a time Small group discussion rooms accommodating 8 students
Technology equipment (Projector, smart board, software)	data show & round tables, Rstudio and Rats software
Other equipment (Depending on the nature of the specialty)	

# **F.** Assessment of Course Quality:

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Course instructor - department head	analyzing performance and results
Effectiveness of students assessment	Students- faculties- department head	analyzing performance and results
Quality of learning resources	Course instructor- advisory committee	intellectual discussions Seminar, reports and working papers
The extent to which CLOs have been achieved	Course instructor- advisory committee- program policy makers	discussion and development resolutions
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

# **G. Specification Approval Data:**

COUNCIL /COMMITTEE	Department of Business Administration
REFERENCE NO.	2
DATE	07/02/1945



