Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G317	Basics of Business Data	7	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	English
Course Type	Elective
Course Level	Bachelor Degree
Objective	The aim of this course is to introduce students to the fundamental concepts and applications of business data in organizational decision-making processes. It provides a foundational understanding of data collection, storage, cleaning, analysis, and interpretation, with a strong emphasis on ethical considerations and real-world applications. The course also aims to develop students' data literacy and analytical thinking skills, equipping them to approach data-driven problems in modern business environments with confidence.
Content	Week 1 Introduction to Business Data and Analytics (1) Week 2 Introduction to Business Data and Analytics (2) and Presentation of Semester-Beginning Assignments Week 3 Data Fundamentals in Business Week 4 Data Collection Methods and Applications Review Week 5 Data Storage Solutions and Applications Review Week 6 Data Cleaning and Preparation (1) Week 7 Data Cleaning and Preparation (2) Week 8 MIDTERM EXAM (Final Project Topics will be provided) Week 9 Introduction to Data Analysis (1) Week 10 Introduction to Data Analysis (2) and Excel Applications Week 11 Data Mining Techniques Week 12 Ethics in Data Analytics Week 13 Implementation of Data-Driven Solutions and Case Studies Week 14 Course Wrap-Up and Final Project Presentations
References	- Camm, J. D., Cochran, J. J., Fry, M. J., & Ohlmann, J. W. (2024). Business analytics: Descriptive, predictive, prescriptive. Cengage Learning. - Provost, Foster, and Tom Fawcett. Data Science for Business: What You Need to Know About Data Mining and Data-Analytic Thinking. O'Reilly Media, 2013. - Mayer-Schönberger, Viktor, and Kenneth Cukier. Big Data: A Revolution That Will Transform How We Live, Work, and Think. Houghton Mifflin Harcourt, 2013. Readings and case studies will be provided throughout the course. The beginning and end-of-semester assignments are mandatory and must be completed to pass the course.

Theory Topics

Week	Weekly Contents