

Ders Kodu	Dersin Adı	Yarıyıl	Teori	Uygulama	Lab	Kredisi	AKTS
G317	İş Verilerinin Temelleri	7	3	0	0	3	5

Ön Koşul

Derse Kabul Koşulları

Dersin Dili İngilizce

Türü Seçmeli

Dersin Düzeyi Lisans

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.

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

- 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.

## Teori Konu Başlıkları

## Hafta

## Konu Başlıkları

- 1 Introduction to Business Data and Analytics (1) - Semester-Beginning Poster Topics are provided
- 2 Introduction to Business Data and Analytics (2) and Presentation of Semester-Beginning Assignments
- 3 Data Fundamentals in Business
- 4 Data Collection Methods and Applications Review
- 5 Data Storage Solutions and Applications Review
- 6 Data Cleaning and Preparation (1)
- 7 Data Cleaning and Preparation (2)
- 8 MIDTERM EXAM (Final Project Topics will be provided)
- 9 Introduction to Data Analysis (1)
- 10 Introduction to Data Analysis (2) and Excel Applications
- 11 Data Mining Techniques
- 12 Ethics in Data Analytics
- 13 Implementation of Data-Driven Solutions and Case Studies
- 14 Course Wrap-Up and Final Project Presentations