

## İçerik

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

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|-----------------------|--|
| Ön Koşul              |  |
| Derse Kabul Koşulları |  |

|               |   |
|---------------|---|
| Dersin Dili   | İngilizce   |
| Türü          | Seçmeli   |
| Dersin Düzeyi | Lisans  |
| Dersin Amacı  | 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.   |
| İçerik        | Week 1 Introduction to Business Data and Analytics (1)<br>Week 2 Introduction to Business Data and Analytics (2) and Presentation of Semester-Beginning Assignments<br>Week 3 Data Fundamentals in Business<br>Week 4 Data Collection Methods and Applications Review<br>Week 5 Data Storage Solutions and Applications Review<br>Week 6 Data Cleaning and Preparation (1)<br>Week 7 Data Cleaning and Preparation (2)<br>Week 8 MIDTERM EXAM (Final Project Topics will be provided)<br>Week 9 Introduction to Data Analysis (1)<br>Week 10 Introduction to Data Analysis (2) and Excel Applications<br>Week 11 Data Mining Techniques<br>Week 12 Ethics in Data Analytics<br>Week 13 Implementation of Data-Driven Solutions and Case Studies<br>Week 14 Course Wrap-Up and Final Project Presentations |
| Kaynaklar     | - Camm, J. D., Cochran, J. J., Fry, M. J., & Ohlmann, J. W. (2024). Business analytics: Descriptive, predictive, prescriptive. Cengage Learning.<br>- 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.<br>- Mayer-Schönberger, Viktor, and Kenneth Cukier. Big Data: A Revolution That Will Transform How We Live, Work, and Think. Houghton Mifflin Harcourt, 2013.<br><br>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  |

| <b>Hafta</b> | <b>Konu Bařlıkları</b>                                   |
|--------------|--|
| 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           |