

İçerik

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
Dersin Amacı	<p>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.</p>
İçerik	<p>Week 1 Introduction to Business Data and Analytics (1)</p> <p>Week 2 Introduction to Business Data and Analytics (2) and Presentation of Semester-Beginning Assignments</p> <p>Week 3 Data Fundamentals in Business</p> <p>Week 4 Data Collection Methods and Applications Review</p> <p>Week 5 Data Storage Solutions and Applications Review</p> <p>Week 6 Data Cleaning and Preparation (1)</p> <p>Week 7 Data Cleaning and Preparation (2)</p> <p>Week 8 MIDTERM EXAM (Final Project Topics will be provided)</p> <p>Week 9 Introduction to Data Analysis (1)</p> <p>Week 10 Introduction to Data Analysis (2) and Excel Applications</p> <p>Week 11 Data Mining Techniques</p> <p>Week 12 Ethics in Data Analytics</p> <p>Week 13 Implementation of Data-Driven Solutions and Case Studies</p> <p>Week 14 Course Wrap-Up and Final Project Presentations</p>
Kaynaklar	<p>- Camm, J. D., Cochran, J. J., Fry, M. J., & Ohlmann, J. W. (2024). <i>Business analytics: Descriptive, predictive, prescriptive</i>. Cengage Learning.</p> <p>- Provost, Foster, and Tom Fawcett. <i>Data Science for Business: What You Need to Know About Data Mining and Data-Analytic Thinking</i>. O'Reilly Media, 2013.</p> <p>- Mayer-Schönberger, Viktor, and Kenneth Cukier. <i>Big Data: A Revolution That Will Transform How We Live, Work, and Think</i>. Houghton Mifflin Harcourt, 2013.</p> <p>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.</p>

Teori Konu Başlıklarları

Hafta	Konu Başlıklarları
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

Hafta	Konu Başlıklarları
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