

# H-Form ISE 250

Course Information:	
<b>Code and Title:</b>	ISE 250 Decision and Data Analytics
<b>Prerequisites:</b>	MATH 265-2
<b>Co requisite (if any)</b>	-
<b>Credit Hours: 3</b>	Lecture Hrs. (30), Tutorial Hrs. (10), Lab (), <b>Total Credits</b> ( 60 )
<b>College/ Department:</b>	College of Engineering/Industrial and Systems Engineering

Course Description:
The Decision and Data Analysis course offers an integrated approach, combining decision and data analytics to address practical business challenges. Students engage in hands-on projects that involve system modelling, data collection, analysis, and report writing to apply theoretical concepts to real-world scenarios.

Course Objectives:
After completing the course, the student will:
Understand the need for and importance of decision making in business, its inherent difficulties and pitfalls and the importance of proper data analysis in management decision making. Also, Linking Business Analytics Goals to Decision-Data-Analytics (DDA) Processes and Applying common quantitative and visual techniques to aid in management decision making.

Course Learning Outcomes		
		PLO
Knowledge Understanding		
1.1	Explain fundamentals of decision analysis with logical thinking	K1
1.2	Discuss modelling techniques used in the analysis of statistical data	K2
Skills		
2.1	Formulate real life problems using analytical technics	S1
2.2	Implement parameters in data-models using statistical software to build and validate models and solve decision problems	S2
2.3	Formulate written documents and oral presentations that communicate effectively complex disciplinary ideas	S5
Values		
3.1	Appraise ethical, environmental and sustainability considerations in decision making and in practice in business	V2

Textbook:			
<b>Title:</b>	Business Analytics		
<b>Author(s):</b>	James. R. Evans,		
<b>Publisher:</b>	Pearson,	<b>Year and Edition:</b>	3th edition, 2020
<b>Other Useful Resources:</b>	Competing on Analytics: The New Science of Winning (1st Edition), Thomas H. Davenport & Jeanne G. Harris, Harvard Business School Press, 2007.		