



Ewha International Summer College

Course Syllabus

[Data Analytics in Business]

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 Dept.: School of Business

Description: This course concentrates on the practice of business analytics as a tool for business decision-making. This course prepares students to gather, describe, and analyze data. At the end of this semester, you should be able to think critically about data, use graphical and numerical measures, apply standard data analysis procedures, and draw conclusions.

This course covers two major themes. In the first part, we will study basic statistical tools such as hypothesis testing. In the second part, we will give our attention to several machine learning type methods including supervised and unsupervised learnings.

Objective: [Course objective]
Prerequisite:: Basic Statistics, Lecture notes will be available.

Credits	3	Contact Hours	45
Week 1	6/25(Thu)	Course introduction Inferential statistics	
Week 2	6/29(Mon)	Estimation	
	6/30(Tue)	Hypothesis testing	
	7/1(Wed)	Hypothesis testing 1 st Homework assignment proposal review	
	7/2(Thu)	Hypothesis testing practice	
Week 3	7/6(Mon)	1 st Homework assignment presentation	
	7/7(Tue)	Mid-term exam	
	7/8(Wed)	Introduction to machine learning	
	7/9(Thu)	Unsupervised learning	
Week 4	7/13(Mon)	Unsupervised learning	
	7/14(Tue)	Supervised learning	
	7/15(Wed)	Supervised learning	
	7/16(Thu)	Supervised learning evaluation	
Week 5	7/20(Mon)	2 nd Homework assignment presentation	
	7/21(Tue)	Final exam	

Evaluation(%)	Midterm	Final	Attendance	Assignments	Participation	Etc.
	30	30	10	30		

※ Applicants with intent for more than one course are asked to make up a syllabus for each, repeatedly using the above template.