

# **DESIGNING AN INTRODUCTORY ANALYTICS COURSE FOR GRADUATE BUSINESS STUDENTS**

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## **ABSTRACT**

As analytics has penetrated into almost every business program, it is very important to design an introductory-level course to cover basic topics, concepts, tasks, principles, processes, and methods of business analytics. Such a course is expected to accomplish at least two goals: bridging the knowledge and skill gap for students and motivating some of them to pursue more advanced analytics courses. This study presents an integrative design of an introductory analytics course for graduate business students. Such a design has been validated by about 500 graduate students in the past five years. Key recommendations for further improvement are also discussed.

**Keywords:** Analytics Course, Analytics Education, Course Design