



UNIVERSITY OF PIRAEUS

FACULTY/SCHOOL	School of Economics, Business and International Studies		
DEPARTMENT	Department of Economics		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	OKPIAH05	SEMESTER	5
COURSE TITLE	BUSINESS ANALYTICS		
WEEKLY TEACHN GHOURS	4	CREDITS (ECTS)	5
COURSE TYPE	Optional		
PREREQUISITE COURSES	-		
INSTRUCTION LANGUAGE	Greek	ASSESSMENT LANGUAGE	Greek
OPEN TO ERASMUS	Yes		

LEARNING OUTCOMES	Business analytics is the process of collecting, processing and studying business data using statistical methods and software tools to transform data into business knowledge. The purpose of the course is to impart to students knowledge about the basic concepts of business analytics and skills, at introductory level, to handle and operate modern data analysis tools..												
GENERAL COMPETENCES	<ul style="list-style-type: none">Working in an international and interdisciplinary environmentAdapting to new situationsData market analysis												
COURSE CONTENT	The content of this course is divided into two modules. <ul style="list-style-type: none">Module 1 – Business Analytics Essentials<ul style="list-style-type: none">Introduction, definitions of key concepts, areas of application, examplesRelationship with Business Intelligence and Big Data. Stages (descriptive, diagnostic, predictive, Prescriptive analysis)Available softwareFundamentals of data analysis - types of variables, missing values, outliers, allowed operations depending on variable typesModule 2 – Introduction to Tableau<ul style="list-style-type: none">Introduction to Tableau, examples of applicationsThe consisting parts, modes of operation, installation procedure, user accountsData importing from Excel, .csv filesData control, management, record filters, creation of new variablesCombining data tablesCreate pivot tables and reportsVisualization of data, use of various types of chartsCreate dashboardsAdvanced data analysis processingApplications, examples												
USE OF ICT IN TEACHING	Lectures are carried out with the use of ICTs (Tableau, Anaconda-Python)												
COURSE DESIGN		<table><tr><th>Activity/Method</th><th>Semester workload</th></tr><tr><td>Lectures</td><td>20</td></tr><tr><td>Practice at computer laboratories</td><td>40</td></tr><tr><td>Study of the theoretical part, Preparation of the Final Assignment</td><td>65</td></tr><tr><td>Total</td><td>125</td></tr></table>	Activity/Method	Semester workload	Lectures	20	Practice at computer laboratories	40	Study of the theoretical part, Preparation of the Final Assignment	65	Total	125	
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Study of the theoretical part, Preparation of the Final Assignment	65												
Total	125												
COURSE ASSESSMENT	Language of evaluation is Greek. The evaluation method is through a Final Assignment.												
SUGGESTED BIBLIOGRAPHY	<ul style="list-style-type: none">Class notes through e-class platform https://eclass.unipi.gr/courses/OEP483/Electronic books through the EUDOXUS system<ul style="list-style-type: none">Visual Analytics with Tableau – Book code : 91726016Jumpd tart Tableau - Book code: 75488018Pro Tableau - Book code : 75491015Rapid Graphs with Tableau 8 - Book code : 73252340												