Course Outline

Course Code : DBA3702
Course Title : **Descriptive Analytics with R**
Class Date : From 13/1/2025 To 18/4/2025
Semester : Semester 2, Academic Year 2024/25
Faculty : Liu Qizhang
Department : Analytics & Operations
Email : bizlqz@nus.edu.sg
URL : https://discovery.nus.edu.sg/1534
Telephone : 65165822

Overview

We are now at the era of big data. Data and algorithms dominate the day. Competitive advantage, for more and more enterprises, is obtained via data analytics and idea sharing in the current fast-paced, data-intensive, and open-source business environment. The capability of understanding data, digging out valuable insights from data, and thus making right managerial decisions accordingly has gradually become an essential skill that business graduates must master in order to excel in their career.

Course Objectives

This course prepares students with fundamental knowledge of using R, a powerful complete analytical environment, to organize, visualize, and analyze data. It is, however, not a programming course. It will focus on case studies that will train students how to summarise and present findings in a structured, meaningful, and convincing way.

Assessment

Assessment Components	Weightage
Class Participation	20%
Group Project	30%
Test 1	25%
Test 2	25%

Schedule and Outline

Lesson/ Week	Date	Session (lesson summary or outline / learning objectives / preparation / cases & assignments / follow-up readings & resources)
1	14/1/25	Course overview, Introduction to R Environment
2	21/1/25	R Basics: Data types and data structure

3	28/1/25	Basic Data Wrangling: Data sorting, data indexing, data wrangling
4	4/2/25	Advanced Data Wrangling: Loading data, Scrapping data online, data cleaning, reshape data
5	11/2/25	Programming Structure: Function, programming structure, apply functions
6	18/2/25	Simulation modelling
7	4/3/25	Data exploration, basic data visualisation
8	11/3/25	Data transformation, Visualising spatial data
9	18/3/25	Case Study
10	25/3/25	Test 2
11	1/4/25	Shiny App development
12	8/4/25	Sentiment Analytics with AI
13	15/4/25	Project presentation

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

"Business Analytics for Managers", Wolfgang Jank, Springer.

"Data Mining and Business Analytics with R", Johannes Ledolter, Wiley.

"Marketing Data Science", Thomas W. Miller, Pearson.

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

- Administrative Policies
- http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct
- http://nus.edu.sg/osa/resources/code-of-student-conduct