COURSE SYLLABUS

Data Science for Business Professionals Course (Self-Paced)

This self-study course includes the DSBIZ eLearning, assessment, and credential. The ability to identify and respond to changing trends is a hallmark of a successful business. Whether those trends are related to customers and sales, or regulatory and industry standards, businesses are wise to keep track of the variables that can affect the bottom line. In today's business landscape, data comes from numerous sources and in diverse forms.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/data-science-for-business-professionals



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Course Outline

Lesson 1: Data Science Fundamentals

- What is Data Science and its elements
- Data teams and required skills and knowledge
- Overview of Descriptive, Diagnostic, Predictive, and Prescriptive Analytics
- Types of analytics and related statistical concepts
- Understanding the Data Science Lifecycle stages

Lesson 2: Functions of Data Science in Business

- Improving customer experience through personalized CX and sentiment analysis
- Enhancing marketing efforts via audience segmentation and targeted advertising
- Optimizing organizational and transactional security with fraud detection and risk mitigation
- Enhancing operational practices such as sales forecasting and dynamic pricing

Lesson 3: Implementing Business Requirements for Data Science

- Developing a data-centric organization and understanding challenges
- Building a strategy for implementing data science solutions in business
- Identifying the impact of data science on business operations and practices
- Establishing governance measures, including legal and ethical considerations