ROCHESTER COMMUNITY AND TECHNICAL COLLEGE
COMMON COURSE OUTLINE

Course discipline/number/title: BUS 2508: Business Analytics and Data Visualizations

A. CATALOG DESCRIPTION
1. **Credits: 3**
2. **Hours/Week: 3**
3. **Prerequisites (Course discipline/number):** None
4. **Other requirements:** None
5. **MnTC Goals (if any):** NA

B. COURSE DESCRIPTION: The course introduces students to the fundamentals of business analytics and data visualization. Students will learn how to extract, prepare, and analyze data from various sources using tools such as Excel, Tableau, and PowerBI. The course emphasizes practical skills in data transformation, dashboard creation, and effective presentation of analytical findings. Students will gain hands-on experience in interpreting data to support business decision-making processes. Throughout the class, learners will develop critical thinking skills necessary for deriving meaningful insights from data and communicating them effectively to stakeholders. Completion of BUS 2212 Business and Economics Statistics is recommended.

C. DATE LAST REVISED (Month, year): February, 2025

D. OUTLINE OF MAJOR CONTENT AREAS:
1. Fundamentals of business analytics and data-driven decision making
2. Data analysis tools and techniques for business planning
3. Data extraction, transformation, and analysis from business systems
4. Consumer buying influences within the digital echo system
5. Customer segmentation
6. Advertising and promotions
7. Personal selling for groups
8. Convention planning and sales
9. Preparation for Google Analytics Certification

E. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Summarize the role of data-driven decision making in business leadership.
2. Demonstrate skills in strategic planning using data analytics tools and techniques (including Google Analytics) for forecasting and performance measurement.
3. Extract, transform, and analyze data from various business systems (CRM, sales, marketing platforms) using modern analytics tools such Excel, Tableau, Power BI.
4. Describe the influencing factors within the digital landscape that drive the consumer buying behavior.
5. Evaluate industry customer segmentation and pricing strategy for the optimal mix of sales.
6. Outline various advertising opportunities to include both digital and traditional channels.
7. Explain the role of personal selling for group sales.
8. Identify the different market segmentation with the convention sales vertical.
9. Prepare for the Google Analytics Certification exam.

F. LEARNING OUTCOMES (MNTC): NA

G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:
1. Data Analysis projects and case studies
2. Dashboard creation assignments
3. Presentations of analytical findings
4. Exams and quizzes

H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s):
Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.

I. SPECIAL INFORMATION (if any): None