

ECO 230 Course Learning Objectives

Data Analysis for Business Applications

1. Develop the ability to articulate a business problem or opportunity using qualitative and quantitative evidence and propose an analysis plan to identify potential solutions, including collection of primary data via surveys.
2. Describe, summarize, and interpret data using descriptive statistics, inferential statistics, and data visualization.
3. Develop foundational skills related to spreadsheets, interactive data visualization software, and scripting languages used for data analysis and visualization.
4. Communicate the purpose, methods, and results of analysis to authentic audiences in appropriate written and oral formats.
5. Apply research design and data analysis best practices to complete case-based projects and to critique others' analyses.
6. Describe current debates in research ethics and data privacy and the implications for business research.