

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: R for Business Analytics

COURSE NUMBER: BBA 460

PRE-REQUISITE(S): none

COURSE DESCRIPTION:

This intensive hands-on course in the R programming language will provide students with the skillset to analyze and visualize data using R. Students will use R to access data from a variety of local and Cloud based sources, work with R's underlying data structures, clean and prepare data and analyze data using R functionality, and visualize data using R and Shiny.

MAJOR INSTRUCTIONAL GOALS:

GOAL C:

Utilize critical thinking to solve business problems

Learning Objectives: The student will:

- C-1 Use R output within the context of the business problem to develop appropriate business recommendations
- C-2 Use R output to develop visual information in order to influence the decisions of non-analytic business decision-makers