

Boston University Questrom School of Business
QST BA 222
Fall 2024

Time: Mon/Wed/Fri

Instructor: Patrick Power

Location: Rafik B. Hariri Building

Email: ppower1@bu.edu

Course Website: <https://pharringtonp19.github.io/business-analytics/>

Office Hours: Mon / Wed: 11:00-12:00 & 2:15-3:15 in Questrom 427

Modeling Business Decisions and Market Outcomes with Spreadsheets and Statistical Programming

Course Description

Examines the use of economic and statistical tools for making business decisions at an advanced level, and prepares students for future study in business analytics. Introduces programming for data analysis (no previous programming knowledge required) and links data analysis to decision making using both spreadsheet modeling and statistical programming. Topics include multiple regression, causal inference, forecasting, predictive analytics, machine learning, demand modeling, and optimization. Case studies apply advanced concepts to practical business problems.

Assignment/Grades

Homework: 20%

Starting the second week of the semester, we will have weekly homework which will be graded for completion (not accuracy). The homeworks will be posted sometime on Friday on GitHub under the following folder: (here), and will be submitted via blackboard.

Participation: 5%

Participation is broadly assessed as whether you enhance the learning experience of those around you

Group Project & Presentation: 15% & 10%

The Group Project should be a six page report in which your group (2-3 people) develop an analysis on a topic of your choosing. Your analysis should leverage the tools and skills developed throughout the semester.

Exams (Midterm/Final): 25%

The exams are open note, noncumulative Python based exams. The Midterm exam is scheduled for October 10 from 6:30-8:00

Support

In addition to my own office hours, there will be three teaching assistants who will hold individual office hours. Additional questions or issues can be addressed by posting under the discussion tab on the courses GitHub repository. Mental health support and services, can be found at Boston University's Student Health Services.

TA Minh Bui Office Hours Tuesday 4-5pm ([Link](#))

TA Elias Cichetti Office Hours Thursday 3-4pm ([Link](#) / Meeting ID: 895 8501 2049 / Passcode: 3QPuVv)

TA Han Zheng Office Hours Tuesday 11:30-12:30 ([Link](#))

Generative AI Policy

The use of Generative AI for final projects is permissible (and highly recommended!). Push the envelope. Consider project topics that may have been infeasible only a few years ago. Hopefully you'll find that the best work relies on your own hard work, creativity, and skill in leveraging AI.