

7BUIS024W Business Analytics

View Online



[1]

S. C. Albright and W. L. Winston, Business analytics: data analysis and decision making, Fifth edition. Stamford, CT, USA: Cengage Learning, 2015 [Online]. Available: <http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9781473715288>

[2]

J. D. Camm, Essentials of business analytics. Stamford, Connecticut: Cengage Learning, 2015 [Online]. Available: <http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9781473714656>

[3]

K. Black, Business statistics: for contemporary decision making, Eight edition. Hoboken, New Jersey: Wiley, 2014 [Online]. Available: https://westminster.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=5663557260003711&institutionId=3711&customerId=3710

[4]

P. Newbold, W. L. Carlson, and B. Thorne, Statistics for business and economics, Eight edition. Boston, Massachusetts: Pearson, 2013 [Online]. Available: <http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780273767084>

[5]

J. Pallant, SPSS survival manual: a step by step guide to data analysis using SPSS, 4th ed. Maidenhead: Open University Press/McGraw-Hill, 2010 [Online]. Available: <http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780335242405>

[6]

S. Stowell, Using R for statistics. New York: Apress, 2014.

[7]

'Statistics (Full Length Videos) - YouTube'. [Online]. Available: <https://www.youtube.com/playlist?list=PL5102DFDC6790F3D0>

[8]

'SPSS Tutorials - YouTube'. [Online]. Available: <https://www.youtube.com/playlist?list=PL25257A24840423AE>

[9]

C. Carlberg and LinkedIn Learning, 'Data Reduction Techniques Using Excel and R: Business Analytics Deep Dive'. lynda.com, Carpinteria, CA, 2017 [Online]. Available: https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fbusiness-analytics-data-reduction-techniques-using-excel-and-r%3Ftrk%3Dshare_ent_url&account=42314660

[10]

C. Carlberg and lynda.com (Firm), 'R for Excel Users'. lynda.com, Carpinteria, CA, 2016 [Online]. Available: https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fr-for-excel-users%3Ftrk%3Dshare_ent_url&account=42314660

[11]

C. G. Carlberg, R for Microsoft Excel users: making the transition for statistical analysis. [Online]. Available: <https://learning.oreilly.com/library/view/r-for-microsoft/9780134571881/>

[12]

Rice University , University of Houston Clear Lake, and Tufts University, 'Online Statistics Education: An Interactive Multimedia Course of Study'. [Online]. Available: <http://onlinestatbook.com/>

[13]

'Operational Research Society - Free Student Membership'. [Online]. Available: <https://www.theorsociety.com/DIF.aspx?Page=JOIN>

[14]

D. R. Anderson, An introduction to management science: quantitative approaches to decision making, 13th ed., International ed. Mason, Ohio: Cengage South-Western, 2011.

[15]

F. S. Hillier and M. S. Hillier, Introduction to management science: a modeling and case studies approach with spreadsheets, 5th ed., vol. The McGraw-Hill/Irwin series operations and decision sciences. Dubuque: McGraw-Hill, 2013.

[16]

D. Anderson, An introduction to management science: quantitative approaches to decision making, 2nd ed. London: Cengage Learning EMEA, 2014.

[17]

W. L. Winston and J. B. Goldberg, Operations research: applications and algorithms, 4th ed., International student ed. Belmont, Calif: Brooks/Cole, 2004.

[18]

W. L. Winston and J. B. Goldberg, Operations research: applications and algorithms, 4th ed., International student ed. Belmont, Calif: Brooks/Cole, 2004.

[19]

C. T. Ragsdale, Managerial decision modeling, 6th ed. [Mason, Ohio]: South-Western Cengage Learning, 2011.