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## ACCT 2003: Business Data Analytics

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### EFFECTIVE DATE

September 2021

### DEPARTMENT

Accounting Diploma

### DESCRIPTION

In the business world, it is important to turn ever-increasing amounts of data into useful information that can be easily seen and understood. In this course students learn the fundamental principles and practices of business data analysis and how to communicate business intelligence in visual formats. Working with a variety of data sources and software, students learn to make sense of quantitative business data by discerning meaningful patterns, trends, relationships and exceptions that reveal business performance, potential problems and opportunities.

### CREDITS

3.0

### YEAR OF STUDY

2nd Year Post-secondary

### PREREQUISITES

MGMT 1001 Business Mathematics MGMT 1021 Computer Applications for Management MGMT 1011 Information Technology Management

### COREQUISITES

None

### COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Explain the value of data analytics and visualization for business organizations
- Analyze data and create basic and advanced data visualizations
- Enhance data analysis and create interactivity using custom calculation
- Perform advanced analysis by joining and blending data from different sources
- Enhance visualizations with custom formatting, labels and annotations
- Present data using story points and fully interactive dashboards

- Use data analysis to create financial modeling projections

## PRIOR LEARNING ASSESSMENT & RECOGNITION (PLAR)

None

## HOURS

Lecture: 45

## INSTRUCTIONAL STRATEGIES

Lectures, Lab work, Group Work, Data Analysis Projects

## GRADING SYSTEM

Letter Grade (A-F)

## PASSING GRADE

C

## EVALUATION PLAN

Type	Percentage	Assessment activity
Participation	10	
Assignments	30	
Project	35	Data Visualization Projects
Final Exam	25	

## COURSE TOPICS

- Introduction to Data Analytics and Business Intelligence
- Creating Visualizations and Dashboards
- Foundational to Advanced Analytics
- Row-Level and Aggregate Calculations
- Table Calculations
- Formatting Visualizations
- Telling a Data Story with Dashboards
- Adding Value to Analysis - Trends, Distributions and Forecasting
- Advanced Techniques
- Presenting Data Stories

- Data analysis and financial modeling

## LEARNING RESOURCES

None

Notes:

- Course contents and descriptions, offerings and schedules are subject to change without notice.
- Students are required to follow all College policies including ones that govern their educational experience at VCC. Policies are available on the VCC website at:  
<https://www.vcc.ca/about/governance--policies/policies/>.
- To find out how this course transfers, visit the BC Transfer Guide at <https://www.bctransferguide.ca>.

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### Broadway campus

1155 East Broadway  
Vancouver, B.C. Canada  
V5T 4V5

### Downtown campus

250 West Pender Street  
Vancouver, B.C. Canada  
V6B 1S9

### Annacis Island campus

1608 Cliveden Avenue  
Delta, B.C. Canada  
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