Strategic Management

Course Description: In this business and management course, you will develop a strong understanding of how firms compete by learning about important analytical approaches that underlie business strategy.

Course syllabus :

Module	Content Outline	Pedagogy
Module 1	Introduction to Analytics Analytics in decision making Game changers & Innovators Predictive Analytics Expert's view on Analytics	• Lecture (videos) • Text • Discussion threads • Experts Interview
Module 2	Case-let overview Introduction to Regression Model development Model validation Demo using Excel & SPSS	• Lecture (videos) • Text • Case study • Discussion threads • Demonstration
Module 3	Multiple Linear Regression Estimation of Regression parameters Model diagnostics Multi-collinearity Model Deployment Demo using SPSS	• Lecture (videos) • Text • Discussion threads • Demonstration
Module 4	Discrete choice models Logistic Regression MLE Estimation of parameters Logistic Model Interpretation Logistic Model Diagnostics Logistic Model Deployment Demo using SPSS	• Lecture (videos) • Text • Discussion threads • Demonstration • Webinar
Module 5	Introduction to Decision Trees CHI-Square Automatic Interaction Detectors (CHAID) Classification and Regression Tree (CART) Analysis of Unstructured data Naïve Bayes classification Demo using SPSS	• Lecture (videos) • Text • Discussion threads • Demonstration

Grading: This course has Five sets of graded assessments, presented as multiple-choice questions.