



Western Technical College

## 10102215 Data Utilization for Business

### Course Outcome Summary

#### Course Information

<b>Description</b>	Students will gain exposure to various tools used to assemble, organize, and manage data sets. Emphasis will be placed on exploring how data is used to make business decisions.
<b>Career Cluster</b>	Business Management and Administration
<b>Instructional Level</b>	Associate Degree Courses
<b>Total Credits</b>	3
<b>Total Hours</b>	54

#### Textbooks

No textbook required.

#### Learner Supplies

Simulation Supplies - \$30. **Vendor:** To be discussed in class. Required.

#### Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Live Responsibly: Foster Accountability
7. Refine Professionalism: Act Ethically
8. Refine Professionalism: Improve Critical Thinking
9. Refine Professionalism: Participate Collaboratively
10. Refine Professionalism: Practice Effective Communication

## Program Outcomes

1. Perform elicitation, validation, and analysis of requirements to meet a business need.
2. Build relationships with stakeholders.
3. Demonstrate leadership throughout business analysis efforts.
4. Demonstrate professional communication in a business environment.

## Course Competencies

### 1. Explore data classifications.

#### Assessment Strategies

- 1.1. Written Product

#### Criteria

*You will know you are successful when*

- 1.1. you classify internal vs external data.
- 1.2. you classify primary vs. secondary data.
- 1.3. you classify quantitative vs. qualitative data.

#### Learning Objectives

- 1.a. Investigate various types of data.
- 1.b. Compare quantitative and qualitative data.
- 1.c. Explore characteristics of quality information.

### 2. Examine the credibility of sources.

#### Assessment Strategies

- 2.1. Written Product

#### Criteria

*You will know you are successful when*

- 2.1. you consider the intent of the originator.
- 2.2. you consider how the data is presented by the originator.
- 2.3. you determine credibility based on factors considered.

#### Learning Objectives

- 2.a. Examine what makes a source credible.
- 2.b. Investigate bias.
- 2.c. Explore the ethical use of data.

### 3. Explore methods used to collect data.

#### Assessment Strategies

- 3.1. Written Product

#### Criteria

*You will know you are successful when*

- 3.1. you write effective questions.
- 3.2. you collect primary data.
- 3.3. you collect secondary data.

#### Learning Objectives

- 3.a. Investigate various methods for collecting data.
- 3.b. Explore data triangulation.
- 3.c. Examine characteristics of effective questions.

### 4. Explore methods to store data.

#### Assessment Strategies

4.1. Written Product

**Criteria**

*You will know you are successful when*

- 4.1. you identify methods for storing collected data.

**Learning Objectives**

- 4.a. Explore technology that may be utilized to store collected data.  
4.b. Identify factors to consider when selecting data storage.

**5. Explore data relevance to making business decisions.**

**Assessment Strategies**

- 5.1. Written Product

**Criteria**

*You will know you are successful when*

- 5.1. you identify data that is relevant to making a business decision.  
5.2. you identify data that is irrelevant to making a business decision.

**Learning Objectives**

- 5.a. Explore how to determine information relevance.  
5.b. Investigate the importance of using relevant data to make business decisions.

**6. Explore options to assemble and analyze data.**

**Assessment Strategies**

- 6.1. Written Product

**Criteria**

*You will know you are successful when*

- 6.1. you determine how data could be assembled to make a business decision.  
6.2. you determine how data could be analyzed to make a business decision.  
6.3. you explain how bias could affect the analysis of data used to reach a business decision.

**Learning Objectives**

- 6.a. Explore methods to assemble data.  
6.b. Investigate methods to analyze data using statistical and logical functions.  
6.c. Examine methods to display data.

**7. Use data to make business decisions.**

**Assessment Strategies**

- 7.1. Written Product

**Criteria**

*You will know you are successful when*

- 7.1. you recognize the business decision to be made.  
7.2. you explain how data can help you to make the business decision.  
7.3. you identify if additional data is needed to help make the business decision.

**Learning Objectives**

- 7.a. Examine how financial data may be used to make decisions.  
7.b. Explore how businesses utilize non-financial data to make decisions.  
7.c. Investigate the availability of data.

**8. Interpret findings.**

**Assessment Strategies**

- 8.1. Written Product

**Criteria**

*You will know you are successful when*

- 8.1. you define what the data represents.
- 8.2. you explain how you came to your conclusions.
- 8.3. you recommend a business decision based on your interpretation.

**Learning Objectives**

- 8.a. Investigate how to read charts, graphs, and tables.
- 8.b. Examine methods to interpret assimilated data.
- 8.c. Analyze data from multiple perspectives.

**9. Justify reasoning for business decision.**

**Assessment Strategies**

- 9.1. Presentation

**Criteria**

*You will know you are successful when*

- 9.1. you explain key findings related to the business problem.
- 9.2. you present the business decision with your audience in mind.
- 9.3. you use a presentation tool.

**Learning Objectives**

- 9.a. Explore various methods to share data-driven decisions.
- 9.b. Investigate ways to deliver business decisions to various stakeholders.
- 9.c. Examine ways to support your findings.