جامعة العين
AL AIN UNIVERSITY

# College of Business

## BBA in Business Analytics

### TEXTBOOKS

| COURSE ID | COURSE NAME | TEXTBOOK TITLE | AUTHOR/S | PUBLISHER |
|---|---|---|---|---|
| **0507200** | Introduction to Business Analytics | Business Analytics | James R. Evans | Pearson |
| **0507210** | Programming for Business Analytics | Foundational Python for Data Science | Kennedy Behrman | Pearson |
| **0507250** | Database Management for Business Analytics | Modern Database Management | Hoffer, Jeff, Ramesh Venkataraman, and Heikki Topi | Pearson |
| **0507310** | Business Data visualization | Data Visualization: Exploring at Explaining with Data | J. D. Kam, J. J. Sukran, M. J. Fry, J. W. Halman | Cengage |
| **0507320** | Artificial Intelligence for Business Analytics | Enterprise Artificial Intelligence Transformation | Rashed Haq | Wiley |
| **0507330** | Business Analytics Applications | Introduction to Business Analytics | Vernon Richardson and Marcia Watson | McGraw Hill |
| **0507350** | Ethics of Business Analytics | Ethics of Data and Analytics: Concepts and Cases | Kirsten Martin | Routledge Taylor and Francis Group |
| **0507360** | Business data Intelligence | Analytics, Data Science & Artificial Intelligence Systems for Decision Support | Sharda, R., Delen, D., Turban, E. | Pearson |
| **0507400** | Web Analytics | Social Network Analysis: Theory and Applications | M. G.Galety, C. Al Atroshi , B. Balabantaray, S. N. Mohanty | Wiley Publication |
| **0507450** | Machine Learning for Business Analytics | Predictive Analytics Data Mining, Machine Learning, and Data Science for Practitioners | Dursun Delen | Pearson |
| **0507470** | Big Data Analytics and Tools | Big data Analytics: Concepts, Techniques, Tools and Technologies | Thangaraj, M., Suguna, S., & Sudha, G. | PHI |
| **0507490** | Internship | The Successful Internship | H. Frederick Sweitzer, Mary A. King | Cengage Learning |
| **0507495** | Capstone in Business Analytics | Designing Business Analytics Projects (BAP): A Five-Step Dashboarding Cycle.<br>Handbook of Research on Foundations and Applications of Intelligent Business Analytics | Luiz Pinheiro, Ricardo Matheus | IGI |