



Faculty of Arts and Social Sciences
Information Systems

Course Reading

Business Simulation and Analytics

Valid from 09/02/2024

Course Code: ISGB25

Course Title: Business Simulation and
Analytics

Credits: 7.5

Degree Level: Undergraduate level

Books

Earl H. McKinney, Jr., David M. Kroenke (2015). *Processes, Systems, and Information: An Introduction to MIS* (2, global edition). Pearson

Sharda, R., Delen, D., Turban, E. (2024). *Business intelligence, analytics, data science, and AI : a managerial perspective*. Harlow, Essex: Pearson Fifth edition, Global edition

Approved by the Faculty Board of Arts and Social Sciences 09/16/2024