Course Code	Course Title	Name of instructor	Textbook Information				
			Textbook Title	Author	Publisher	ISBN	Remarks
ISOM7015	Fundamental of Business Analytics	Hongchuan SHEN	Foundational Python for Data Science	K. Behrman	Addison-Wesley, Pearson, 2022	9780136624356	Reference Textbook
ISOM7016	Statistics for Business Analytics	Simon SO	1) John E. Freund's Mathematical Statistics with Applications, 7th Edition 2) Schervish, Probability and Statistics, , 4th Edition 3) Statistics for Business and Economics, 14th Edition 4) Understanding Statistics Using R	1) Irwin Miller & Marylees Miller 2) Morris H. DeGroot & Mark J Schervish 3) James T. McClave, P. George, & Terry T. Sincich, 4) Randall Schumacker & Sara Tomek	1) Prentice Hall 2) Addison Wesley 3) Pearson 4) Springer		Reference Textbook
ISOM7021	Business Modeling and Decision Analysis	Mengjia LI	Spreadsheet Modeling & Decision Analysis: A Practical Introduction to Business Analytics , 8th Edition	Cliff T. Ragsdale	Cengage Learning	978-1-305-94741-2	eBook available
ISOM7031	Machine Learning with Business Applications	Zhaotong LIAN	Machine Learning in Business: An Introduction to the World of Data Science. https://www-2.rotman.utoronto.ca/~hull/.	Join Hull		ISBN-13: 979-8508489441	Please refer to the class materials provided by instructor
ISOM7032	Social Network and Textual Analysis	Hongchuan SHEN	"Speech and Language Processing", 3rd edition	Daniel Jurafsky and James H. Martin;	Pearson	978-0133252804	

			"Networks, Crowds, and Markets: Reasoning about a Highly Connected World"	David Easley and Jon Kleinberg	Cambridge University Press	9780511761942	
ISOM7033	Tourism Analytics	Zhiya ZUO	N/A				Please refer to the class materials provided by instructor