BSAN 250: Introduction to Business Analytics

Provides students with a base level understanding of analytics in business. It will include a discussion of key topics, such as big data, analytics (including predictive/prescriptive), machine learning, Internet of Things, data mining and data science. This course will begin by examining these key topics, then move into an in-depth focus on the analytics process. Using case studies and application to real-world scenarios, students will experience how to apply the data analytics process to business situations. Next, the course will focus on data communication and visualization principles. Finally, students will be introduced to common data analytics software applications and use one, or more, of these applications to complete and end-of-term project.

Credits: 3
Program: Business Analytics