

BSAN 325: Business Applications and Ethics

Emphasizes the importance of multiple perspectives and keeping an open mind in the field of analytics. This course will examine how analytics is applied in the world today. Using case studies from business, media, sports, politics, and others, students will learn how analytics and the analytics process is applied more broadly than just in the boardroom. Students will be challenged to apply analytics to a variety of situations and illustrate the way in which analytics can help solve problems across disciplines, while also articulating the risks and challenges also associated.

Credits: 3

Program: Business Analytics