Business Analytics (BUSAN)

Courses

BUSAN 570. Data Science for Managers. 3 Credits.
The course helps students understand the fundamentals of using data to support their decision-making and to visually represent data. Students will develop visualization and decision models designed to effectively communicate the meaning of complex data sets in a business context. Students will also learn how Business Intelligence (BI) is used by organizations to make better business decisions, use fewer resources, and improve the bottom line. Students will learn numerous in-demand technical skills
P: graduate status
Fall and Spring.

BUSAN 635. Foundations of Strategic Information Management. 3 Credits.
Information Technology (IT) is an integral part of all organizations and plays a vital role in all functional areas such as marketing, accounting, finance, human resources, operations, and supply chain. It also serves in enabling key applications such as business intelligence, data analytics, security, internal controls, and new-product planning among others. Owing to the dynamic nature of IT, it is imperative that organizations continuously reevaluate their strategic alliance with IT. Thus a well-designed, and strategically managed IT has the potential to dramatically improve a business's competitive advantage. The course discusses the significant managerial aspects of IT's increasing impact on today's organizations, along with IT trends and their business implications, security, privacy and ethical issues.
P: graduate status
Spring.

BUSAN 636. Analysis & Design of Business Information Systems. 3 Credits.
The competence in business information systems analysis and design (SA&D) is critical to not only information technology professionals but also to business managers since the fit between information technology and organizational business needs is argued to be a key determinant of firm performance. Students will learn system analysis and design concepts and technologies required to develop business information systems. The emphasis is on system life cycle concepts ranging from a system's planning to its discontinuance. The course will also attempt to evaluate the ethical issues involved as well as the business reasons why some IT projects succeed while others fail.
P: Graduate standing
Fall Only.