MIS6324 - Business Intelligence Software and Techniques

MIS 6324 (BUAN 6324) Business Intelligence Software and Techniques (3 semester credit hours) This course covers theories and applications of business intelligence. The focus is on extracting business intelligence from firms' business data for various applications, including (but not limited to) customer segmentation, customer relationship management (CRM), personalization, online recommendation systems, web mining and product assortment. The emphasis is placed on the ‘know-how’ -- knowing how to extract and apply business intelligence to improve business decision-making. Students will also acquire hands-on experience with business intelligence software in the form of SAS Enterprise Miner. (3-0) Y