Business Analytics

**BUAN 6312 (MECO 6312)** Applied Econometrics and Time Series Analysis (3 semester credit hours) A survey of techniques used in analyzing cross-sectional, time series and panel data with special emphasis on time series methods. Prerequisite: OPRE 6301 or SYSM 6303 or FIN 6306 or instructor consent required. (3-0) T

**BUAN 6320 (ACCT 6320 and MIS 6320)** Database Foundations (3 semester credit hours) The course provides database knowledge for non-MIS business students to function effectively in their functional area. The course covers conceptual data modeling with the entity-relationship diagram, the fundamentals of relational data model and database queries, and the basic concepts of data warehousing. Structured Query Language will be used extensively. Applications of databases for accounting, finance, marketing, and other areas of business will be emphasized. May not be used to fulfill degree requirements in MS Information Technology and Management. Credit cannot be received for both courses, MIS 6320 and MIS 6326. (3-0) Y

**BUAN 6324 (MIS 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

**BUAN 6337 (MKT 6337)** Marketing Predictive Analytics Using SAS (3 semester credit hours) This course is designed for those interested in a career in marketing analytics. Students analyze data from large databases to make important marketing decisions. These methods are commonly employed in online marketing, grocery stores, and in financial markets. Students will acquire knowledge about the tools and software that are used to understand issues such as who the profitable customers are, how to acquire them, and how to retain them. The tools can also be used to manage brand prices and promotions using scanner data as is done in supermarkets. Prerequisites: (MKT 6301 or major in MS Business Analytics) and OPRE 6301 or instructor consent required. (3-0) Y

**BUAN 6390** Analytics Practicum (3 semester credit hours) Student gains experience and improves analytics skills through appropriate developmental work assignments in a real business environment. Student must identify and submit specific business learning objectives at the beginning of the semester. Student must demonstrate exposure to the managerial perspective via involvement or observation. At semester end, student prepares an oral or poster presentation or a written paper reflecting on the work experience. (3-0) Y

**BUAN 6398 (OPRE 6398)** Prescriptive Analytics (3 semester credit hours) Introduction to decision analysis and optimization techniques. Topics include linear programming, decision analysis, integer programming, and other optimization models. Applications of these models to business problems will be emphasized. (3-0) S

**BUAN 6V98** Business Analytics Internship (1-3 semester credit hours) Student gains experience and improves skills through appropriate developmental work assignments in a real business environment. Student must identify and submit specific business learning objectives at the beginning of the semester. The student must demonstrate exposure to the managerial perspective via involvement or observation. At semester end, student prepares an oral or poster presentation, or a written paper reflecting on the work experience. Student
performance is evaluated by the work supervisor. Pass/Fail only. May be repeated for credit as topics vary (3 semester credit hours maximum). JSOM Internship Coordinator consent required. ([1-3]-0) S