BUAN 6335 (SYSM 6335) Organizing for Business Analytics: A Systems Approach (3 semester credit hours)

The course develops conceptual understanding of business analytics and key business drivers that lead to business initiatives. The course takes a systems and organizational approach and examines how decision-makers in key functional areas of an enterprise rely on business analytics, how they develop analytical techniques, and how key roles are played by business analytics professionals. The course also emphasizes developing the business case for analytics through defining and executing strategy and addresses how to successfully integrate analytical processes, technologies, and people in all aspects of business operations. (3-0) T