MIS 6324 (BUAN 6324 and OPRE 6399) Business Analytics With SAS (3 semester credit hours)
This course covers theories and applications of business analytics. 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 analytics to improve business
decision-making. Students will also acquire hands-on experience with business analytics
software in the form of SAS Enterprise Miner. Credit cannot be received for more than one of
the following: BUAN 6324 or BUAN 6356 or MIS 6324 or OPRE 6399. Prerequisite or
Corequisite: OPRE 6301 or OPRE 6359. (3-0) Y