

# BUAN6335 - Organizing for Business Analytics Platforms

[BUAN 6335](#) ([SYSM 6335](#)) Organizing for Business Analytics Platforms (3 semester credit hours) The course develops conceptual understanding of platforms for business analytics and key business drivers that lead to business initiatives. The course examines how decision-makers in key functional areas of an enterprise rely on business analytics, how teams identify and develop analytical techniques to solve business problems, and how analytics platforms are adopted successfully. The course also emphasizes the development of business cases for strategic analytics initiatives and discusses best practices for descriptive, predictive, and prescriptive analytics. (3-0) T