BUSINESS ANALYTICS (BAN)

BAN 300. Statistical Programming. 3 Credits.
This course introduces students to R, a widely used statistical programming language. Students learn to read data, write functions, analyze data and create visualizations in R.
Prerequisites: Take AC 211 and EC 271 or EC 272.
Offered: Every year, Fall

BAN 310. Web Analytics. 3 Credits.
This course introduces students to the concept and use of web analytics. Topics covered include measurement planning, data collection, audience characteristics, traffic acquisition, and user behavior. Students use Google Analytics to apply their learning and take the Google Analytics Individual Qualification exam to demonstrate their proficiency at the completion of this course.
Prerequisites: Take CIS 101.
Offered: Every year, Spring

BAN 400. Data Mining. 3 Credits.
Data mining methodologies and the process of formulating and solving problems using data mining techniques are utilized to recognize patterns in data and compute predictions. Predictive models such as decision trees, neural networks, regressions and other techniques are studied.
Prerequisites: Take EC 271 or EC 272; and CIS 350.
Offered: Every year, Fall

BAN 410. Social Media Analytics. 3 Credits.
This course covers social media strategies and applications, implications for business, privacy issues associated with social media, and factors contributing to social change. Business cases evaluating the use and value of social media are examined and social network analysis and visualization are utilized.
Prerequisites: Take BAN 300.
Offered: Every year, Spring