

MAC 8213: Intro to Bus Analy&Multi Anlys

Industry leaders assert that the frontier for using data to drive business decisions has experienced a dramatic shift from basic statistical and data analysis to more sophisticated analytics techniques. Managers who have embraced this shift are experiencing dramatic results through techniques such as data mining and predictive modeling. The course begins with a brief grounding in basic quantitative methods (descriptive statistics and probability). From there we journey into more advanced analytics techniques to include data mining (classification and prediction, regression), and decision modeling (optimization and simulations). From start to finish the course will be 100% application based. Students will be presented with and have the ability to solve real- world problems faced in business today. These applications will help students better understand how analytics can the audit function. We will use Microsoft Excel extensively throughout the course. In addition to built-in Excel functionality (e.g. advanced pivot tables, etc.), we will use several Excel "add-ins" for various parts of the course. These include Excel Solver for solving deterministic optimization models, StatTools for statistics and regression, XL Miner for data mining, and @RISK for simulation. All of the add-ins come either with Excel or the textbooks and are easy to install and use. RESTRICTED TO: MAC-Accounting Analytics Program.

Credits: 3.0

Program: MAC (Accounting and Business Taxation)