

# MBA 8580: Intro to Business Analytics

Provides an overview of business analytics process and techniques; data visualization, mining, optimization, simulation. Exposure to a variety of business problems in analytics (marketing, finance, operations). Students learn to model & analyze complex business decisions with various tools to improve decision making across business functions.

**Credits:** 3.0

**Prerequisites:**

[MBA 8450](#) and [MBA 8650](#) and [MBA 8350](#)

**Program:** MBA (Business Administration)