

MSA 8100: Intro to Business Analytics

Provides an overview of the business analytics process and important analytic techniques; data visualization, data mining, optimization, and simulation. Exposes students to a variety of business problems in analytics (marketing, finance, operations). Throughout the course, students will learn to model and analyze complex business decisions with various tools on spreadsheets to improve decision making across business functions.

Credits: 3.0

Program: [MSA \(Business Analytics\)](#)