**BUSINESS ANALYTICS (BYGB)**

**BYGB 7988. Bus Perf Mgmt Risk Analytics. (3 Credits)**
This course aims to develop a good understanding of knowledge required and techniques available to enable managers to measure and manage business performance within their organization. The role of business analytics in enabling business performance and risk management is emphasized. The application of analytics to such concepts as balanced scorecard strategy maps, KPI, corporate metrics, corporate governance information communication and dissemination, compliance and regulation assessment and reporting and information assurance is hallmark of this course. The social, ethical, and behavioral dimensions of the role of technology in analytics and performance management are discussed. Students will work on case studies and also engage in a capstone project involving analytics with a tool such as Cognos Insights.

**BYGB 7977. Text Analytics. (3 Credits)**
The course introduces the concepts of text analytics, unstructured information analysis and management for better decision making by deriving valuable insights from your enterprise content regardless of source or format. It allows deep, rich text analysis of information. Content analytics can help organizations surface undetected problems, fix content-centric process inefficiencies, improve customer service and corporate accountability, reduce operating costs and risks and discover new revenue opportunities. Student groups will implement a comprehensive content analytic project (SPSS Text Analytics/Content Analytics 2.0/UIMA).

**BYGB 7978. Web Analytics. (3 Credits)**
Web analytics is the science of accessing and analyzing the vast swaths of Internet data to create business value. Typical data types include user queries in search engines, discussion threads in online forums, chats in social media, transactions on e-commerce platforms, and website usage logs. This course also covers two core components of web analytics in modern businesses. First, you build skills that extract and integrate data from online sources for actionable business insights. Second, you learn conceptual and hands-on approaches to analyzing web content, structure, and usage, including how search engines work, how online marketing web works, and how to model and analyze population-scale networks. You will use Python throughout the course and become proficient in Google Analytics.