BUSINESS ANALYTICS (BYGB)

**BYGB 7811. Finance Analytics Internship. (3 Credits)**
Financial planning and analysis to consolidate disparate data sources.

**BYGB 7967. Data Mining for Business. (3 Credits)**
Discusses data mining techniques and their use in strategic business decision making. A hands-on course that provides an understanding of the key methods of data visualization, exploration, association, classification, prediction, time series forecasting, clustering, induction techniques, neural networks, and other methods. Students work in teams on solving a business problem of their choice, using data mining tools and applying them to real data.

*Prerequisite:* BYGB 6910.

**BYGB 7973. Database Management. (3 Credits)**
Covers the basics of database management, a critical element of all IT organizations. Databases are the foundation for operational/transaction systems and for management decision-making. Topics include types of databases and the database environment, database analysis and data modeling, database design with relational models, implementation issues such as SQL, data administration, the Internet database environment and distributed databases.

*Prerequisite:* BYGB 6910.

**BYGB 7975. Bus Analytics for Managers. (3 Credits)**

**BYGB 7977. Text Analytics. (3 Credits)**

**BYGB 7978. Web Analytics. (3 Credits)**
Web analytics—also referred to as Web metrics, e-Metrics, or e-analytics—is the science of Internet audience measurement and analysis. It deals with the identification, gathering & formatting of Web usage data, the computation and presentation of metrics, and the exploitation of the results, in order to measure web site success. Meaningful insight is gained from traffic and visitor analytics data. It not only covers the unique measurement challenges associated with segmentation, but also comes with strategic recommendations for focusing the entire analytics process—from where to begin to what your larger, overall web analytics goals should be (Google Analytics, IBM ShowCase Web Analysis).

**BYGB 7988. Bus Perf Mgmt Risk Analytics. (3 Credits)**

**BYGB 7990. Big Data Analytics. (3 Credits)**

**BYGB 8999. Tutorial. (3 Credits)**
Tutorial in Business Analytics.