

MSA 8310: Advanced Business Applications

This course focuses on advanced applications of analytics in business. Case discussion will be used to expose students to diverse applications of analytics in organizations. Applications include fraud detection, financial analytics, risk analytics, marketing and customer analytics, and geospatial analytics. A combination of lecture, case discussion, problem solving, group projects, and completion of exercises will be used to further the knowledge and skills of students.

Credits: 3.0

Prerequisites:

MSA 8210 and MSA 8215 and MSA 8220 and MSA 8225 and MSA 8230 and MSA 8235 and MSA 8350 :Y