BIA-BUSINESS INTELLIGENCE & ANALYSIS

BIA 3713 Introduction to Business Intelligence and Analytics **3 Credit Hours**

Prerequisite: MIS 2113; departmental permission; Student must be approved for degree candidacy by Price College of Business and must be accepted into the Business Intelligence and Analytics Certificate Program. This course will introduce concepts in Business Analytics (BA) and develop basic analytics skills with tools such Microsoft Power BI. Through case studies, lectures and hands-on exercise, students will learn about Business Intelligence and Analytics relevant to business organizations. (Irreg.)

BIA 3723 Data Management and Presentation for Business Intelligence **3 Credit Hours**

Prerequisite: MIS 2113 and BIA 3713 or concurrent enrollment in BIA 3713; departmental permission required; Student must be approved for degree candidacy by Price College and must be accepted into the Business Intelligence and Analytics Certificate Program. Students will learn to use dashboards to communicate large amounts of critical information as a narrative. There will be discussions through case studies of actual BI implementation in well-known corporations. This course is designed to show a managerial perspective to data and BI, but will involve practical hands-on experiences through which students can become skilled in using BI software. (Irreg.)

BIA 3733 Programming for Business and Artificial Intelligence **3 Credit Hours**

Prerequisite: BIA 3713, BIA 3723, and departmental permission; must be accepted into the Business Intelligence and Analytics Certificate Program. An introduction to the tools for management and development of business intelligence. The course will introduce and compare several of the emerging tools for conducting data analysis in a business environment. (Irreg.)

BIA 4743 Data Mining for Business and Artificial Intelligence **3 Credit Hours**

Prerequisite: BIA 3733 and departmental permission; must be accepted into the Business Intelligence and Analytics Certificate Program. In this course, we will review techniques that we have used quite often in data science, and then spend time in learning new methods in analytics. We will conduct data mining exercises and develop predictive models based on observed patterns in data. (Irreg.)