Business Analytics

BA101 Introduction to Analytics   **Cr-3**

This course introduces students to the science of business analytics and examines how data analytics are used to transform businesses across different industries. The course focuses on identifying ideal analytical techniques for specific business needs. Analytical techniques covered include regression analysis, logistic regression, and decision trees. Analytics software is introduced. Prerequisite: MA110 Elementary Statistics

BA201 Decision Modeling   **Cr-3**

This course focuses on utilizing data analytics techniques to make informed business decisions. It includes discussions of mathematical programming, simulation, and optimization. Modeling software will be used to facilitate problem solving and analysis. Prerequisite: BA101 Introduction to Analytics