

# Minnesota State University Moorhead

## **BUS 371: Introduction to Business Analytics**

### **A. COURSE DESCRIPTION**

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Business analytics refers to techniques used by enterprises to gain insights and make better decisions using data. It has applications in all the functional areas of an enterprise including accounting, finance, marketing, operations and strategic planning. This class is made up of three parts: i) descriptive analytics to focus on analysis of historical data; ii) predictive analytics to focus on data mining and forecasting to develop insights; and iii) prescriptive analytics to focus on optimization and simulation to select from business alternatives under constraints.

**B. COURSE EFFECTIVE DATES:** 02/01/2017 - 02/01/2018

### **C. OUTLINE OF MAJOR CONTENT AREAS**

None

### **D. LEARNING OUTCOMES (General)**

None

### **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

### **G. SPECIAL INFORMATION**

None noted