BUSINESS DATA ANALYTICS (BDAN)

BDAN 513 Contemporary Business Analytics 3 Hours
This course examines contemporary concepts and methods used to analyze business problems and scenarios. Course topics will include the administration of data analytics, and will utilize a variety of analytic techniques and visualization tools to improve the decision process and enhance business value.
Recent Term(s) Offered: winter 2024; spring 2024; summer 2024; fall 2024; winter 2025; spring 2025; summer 2025; fall 2025; winter 2026; spring 2026; summer 2026; fall 2026

BDAN 515 Data Management 3 Hours
This course examines the development, administration, and utilization of large databases and database management systems. Coverage includes: on-premise and cloud-based data warehousing, best practices for Data ETL (extraction, transformation, and loading) to ensure data integrity and quality, and managing the data acquisition, data conditioning, and data storage processes.
Prerequisite(s): BDAN 513 (may be taken concurrently)
Recent Term(s) Offered: spring 2024; summer 2024; fall 2024; spring 2025; summer 2025; fall 2025; spring 2026; fall 2026

BDAN 517 Predictive Analytics 3 Hours
A study of supervised and unsupervised data mining models including the most common data analytics approaches or techniques to address business questions. Topics include data reduction, regression, classification, principal components analysis, cluster analysis, and the usage of CRISP-DM conceptual model. Emphasis is on the understanding of the capability (and limitation) of each model using data real business case studies.
Prerequisite(s): BDAN 513 (may be taken concurrently)
Recent Term(s) Offered: spring 2024; fall 2024; spring 2025; fall 2025; spring 2026; summer 2026; fall 2026

BDAN 519 Visualization and Decision Making 3 Hours
A study of data visualization for businesses by adopting the best practices in examining complex, heterogeneous big data sets, including the use of advanced techniques to conduct thorough and insightful analysis. To this end, incorporating solutions to real business problems by including the development of dashboards and metrics for decision making that support the businesses.
Prerequisite(s): BDAN 513 (may be taken concurrently) or BA 513
Recent Term(s) Offered: spring 2024; summer 2024; fall 2024; spring 2025; summer 2025; fall 2025; spring 2026; summer 2026; fall 2026

BDAN 596A GFCB Grad Certificate Assessment - Business Data Analytics 0 Hours
This course tracks the student skills attainment summary and artifacts for the Data Analytics graduate certificate.
Recent Term(s) Offered: fall 2024; winter 2025; spring 2025; summer 2025; fall 2025; winter 2026; spring 2026; summer 2026; fall 2026