

GBUS 605 : Business Intelligence

Business intelligence is the implementation of information technology strategies for data analysis in order to provide historical, current and predictive views of business operations. In this course, students learn and apply software that facilitates online analytical processing, analytics, data/process/text mining, complex event processing, business performance management, benchmarking and predictive/prescriptive analytics. This hands-on course emphasizes the application of business intelligence to improve business decision making and strategies interventions.

Credits 5

Prerequisites

- Admitted MBA student.

Semester Offered

Offered fall