

CURRICULUM MAPPING FOR BUSINESS ANALYTICS CONCENTRATION

October 14, 2014

Learning Goals	Required Business Analytics Courses								Electives								
	MGT 3560	MGT 3600	MGT 3660	MGT 4250	MGT 4260	MGT 4270	MGT 4280	International	BUS 3900	ACC3050	MGT 3300	MGT 3310	MGT 3320	MGT 4140	MKT 4150	ECON 4290	MGT 3760
Students will demonstrate competency in the following areas (Goals specific to Business Analytics concentration):																	
Data collection, organization, and preparation		I		P		C											
Static and Dynamic data visualization		I		P	P	C											
Data mining including Cluster Analysis, RFM modeling, Market Basket analysis					P	C											
Predictive analytic techniques including Forecasting, Decision Tree, Regression, Logit regression, and Neural Networks			P			C											
Text mining						C											
Optimization techniques including linear and integer optimization, nonlinear optimization, optimization models with uncertainty	C																C
Supply chain management							C										
Students will demonstrate a fundamental understanding of any of the following management-related topics:																	
Management-related topics such as human resource management, organizational behavior, managerial decision making, managerial economics, business to business marketing, managerial cost accounting									I	I	I	I	I	I	I	I	I

I - Introduced, P = Practiced, C = Competent