

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