BUSINESS ANALYTICS (BANL)

BANL 238 INTRODUCTION TO BUSINESS ANALYTICS3 Credits
This course introduces the concepts, methods, and applications of business analytics as a foundation for data-driven decision making. Students will learn descriptive, predictive, and prescriptive analytics techniques using various datasets. Students will gain hands-on experience with spreadsheet-based analytics and supporting software tools such as Excel.

BANL 328 DATA VISUALIZATION3 Credits
This course will introduce data visualization concepts, theory, and software techniques.
Prerequisites: Sophomore or above status

BANL 382 AI APPLICATIONS3 Credits
This interdisciplinary course introduces students to real-world applications of artificial intelligence across domains such as business, health, education, law, STEM, and the arts. Emphasis is placed on hands-on exploration of AI tools, ethical implications, and domain-specific use cases. No prior programming experience is required.
Prerequisites: Sophomore or above status

BANL 436 STRATEGIC BUSINESS ANALYTICS3 Credits
This course uses data analysis techniques such as regression, causal inference, factor models, machine learning techniques, and deep learning to create platforms for using data to make business decisions. Students learn by doing, with real data analysis tasks that explain the "why", rather than the "what" in decision-making discussions. The course uses R as the primary technology.
Prerequisites: BANL 238, BANL 328, BANL 382, BIS 235, BIS 331, and BIS 430