DSCI 5330 - Business Intelligence Foundations

3 hours

Introductory course in business intelligence and its application to support business decision-making and improve business performance. Provides a foundation for modeling with spreadsheets. Business intelligence and analytics techniques are applied to business activities in various functional areas such as accounting, finance, marketing, operations, and human resources. Introduces and develops Excel skills as well as an understanding of key business concepts as well as the business context and use of analytics. Emphasis is placed on the interpretation of foundational analytic results and meaning in a business decision.

Prerequisite(s): None.

Course specific fees (in addition to tuition and mandatory):
Academic (AF) per hour: $15.50