

# BUSINESS ANALYTICS CONCENTRATION

ISTM 4121

Database Principles and Applications

ISTM 4212

Data Management for Analytics

The concentration in business analytics provides students with the analytical tools and conceptual framework needed to understand and apply data and decision modeling in real life settings. Business analytics is defined as the extensive use of data, statistical and quantitative models, and fact-based management to drive decisions and actions. More than just modeling and data manipulation, it is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem solving. Combining the business analytics concentration with any other area in business, such as finance or marketing, or in other fields, such as engineering, public policy, and international affairs, may give graduates expanded career opportunities.

## REQUIREMENTS

The following requirements must be fulfilled for the concentration in business analytics: 15 credits in required and selected courses; at least 9 of these credits must be taken in residence. All concentration courses must be completed with a minimum grade of C-.

Concentrations are only available to GWSB students. See Concentrations (<http://bulletin.gwu.edu/business/#regulationstext>) under GW School of Business Undergraduate Regulations in this Bulletin for additional information.

Code	Title	Credits
<b>Required</b>		
DNSC 3403	Decision Models	
DNSC 4211	Programming for Analytics	
DNSC 4279	Data Mining	
Two courses selected from the following:		
DNSC 3288 or DNSC 3288W	Big Data, Predictive Analytics, and Ethics	
DNSC 4219	Forecasting Analytics	
DNSC 4233	Social Network Analytics	
DNSC 4280	Machine Learning	
DNSC 4281	Revenue Management Analytics	
DNSC 4282	Supply Chain Analytics	
DNSC 4404	Essentials of Project Management	
DNSC 4900	Special Topics	