BUSINESS ANALYTICS CONCENTRATION

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Required</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DNSC 3403</td>
<td>Decision Models</td>
<td></td>
</tr>
<tr>
<td>DNSC 4211</td>
<td>Programming for Analytics</td>
<td></td>
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<tr>
<td>DNSC 4279</td>
<td>Data Mining</td>
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<tr>
<td></td>
<td>Two courses selected from the following:</td>
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<tr>
<td>DNSC 3288</td>
<td>Big Data, Predictive Analytics, and Ethics</td>
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<tr>
<td>DNSC 4219</td>
<td>Forecasting Analytics</td>
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<tr>
<td>DNSC 4233</td>
<td>Social Network Analytics</td>
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<tr>
<td>DNSC 4280</td>
<td>Machine Learning</td>
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<tr>
<td>DNSC 4281</td>
<td>Revenue Management Analytics</td>
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<tr>
<td>DNSC 4282</td>
<td>Supply Chain Analytics</td>
<td></td>
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<tr>
<td>DNSC 4404</td>
<td>Essentials of Project Management</td>
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<tr>
<td>DNSC 4900</td>
<td>Special Topics</td>
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ISTM 4121 Database Principles and Applications
ISTM 4212 Data Management for Analytics