

BUSINESS ANALYTICS AND INFORMATION SYSTEMS (BAIS)

BAIS 5310 Software Based Business Solutions

3 Semester Credit Hours (3 Lecture Hours)

Study of computer-based technologies for facilitating the analysis and evaluation of business problems. Provides the student with a case-driven analysis of evaluating and selecting the appropriate software tool to match the required management application. Software coverage may include a variety of available packages, such as word processing, spreadsheets, databases, ftp, e-mail, and electronic presentation.

Prerequisite: BAIS 2301.

BAIS 5315 Statistical and Decision Analysis

3 Semester Credit Hours (3 Lecture Hours)

A study of analytical methods useful for business and economic decision making. Topics include descriptive statistics, probability, inferential statistical methods, and decision analysis.

BAIS 5320 Business Database Management

3 Semester Credit Hours (3 Lecture Hours)

Concepts and methodology of data base planning, design, development, and management of the computerized data base for business-oriented applications. The logical models of hierarchical and network data bases are presented, but the emphasis is on the relational data base model. Exercises and assignments will be completed utilizing a relational DBMS package.

Prerequisite: BAIS 2301.

BAIS 5325 Website Development for E-Commerce

3 Semester Credit Hours (3 Lecture Hours)

This course provides an understanding of the principles and techniques for client-side development using HTML, XHTML and CSS. Text editors and the software tools such as Dreamweaver will be used. This course includes designing for web standard, accessibility, usability, and workflow for web design.

BAIS 5330 Business Intelligence and Analytics

3 Semester Credit Hours (3 Lecture Hours)

Overview of important concepts of business intelligence, and the use of analytics, technologies, applications and processes used by organizations to gain data-driven insights. These insights and predictions can be used to aid decision-making and performance management across functional areas, including marketing, operations, and finance. Students will learn to extract and manipulate data, and create reports, scorecards and dashboards, including mobile apps.

BAIS 5335 Managing the Information Systems Function

3 Semester Credit Hours (3 Lecture Hours)

This course provides an understanding of the role of information systems in businesses today. The focus of the course will be on management issues related to information systems. Major topics that will be covered include e-commerce, data management, networks, and management information systems.

BAIS 5340 Data Mining for Business Intelligence

3 Semester Credit Hours (3 Lecture Hours)

In the information age, organizations can and do collect massive amounts of data. Yet organizations are often "data rich" but "information and knowledge poor." This course is designed to prepare business professions who, by using analytical methods and data mining and data visualizations tools, will be able to harness the potential of data by extracting business intelligence that can be used to improve decisions and operations at various points in the value chain.

Prerequisite: BAIS 5310, 5320 and 5315.

BAIS 5345 Programming in Business Analytics

3 Semester Credit Hours (3 Lecture Hours)

This course introduces students to the fundamental techniques used in the development and programming of software applications. This course is designed for students who have little or no previous computer programming experience. This course will use a scripting and/or visual development programming language. Topics covered include (but are not limited to) problem solving, algorithms, data types, expressions, control structures, functions, and GUIs (graphical user interfaces).

BAIS 5350 Enterprise Resource Planning

3 Semester Credit Hours (3 Lecture Hours)

A study of the management of information technology as it is practiced in organizations today. Traditional organizations are moving toward a more interconnected or networked business environment. A major focus is understanding the role and use of complex technology in the support of individual, workgroup, enterprise, inter-enterprise and international computing. This course will utilize a business process management approach through the use of enterprise software.

BAIS 5360 Managing IT Projects

3 Semester Credit Hours (3 Lecture Hours)

This course covers issues related to managing projects in organizations. The course focuses on the management of projects and working as a team. Students are expected to draw on materials from other management information system courses, especially the Systems Analysis and Design, and Database Management courses.

Prerequisite: BAIS 5320.

BAIS 5370 Seminar

1-3 Semester Credit Hours

in an identified topic in business analytics and information systems. May be repeated for significantly different topics with written permission from the Director of Master's Programs.

BAIS 5396 Directed individual Research or Readings

1-3 Semester Credit Hours

Contact Director of Master's Programs.