

2016

MBA in Business Intelligence/Analytics 2016

Nova Southeastern University

Follow this and additional works at: https://nsuworks.nova.edu/hsb_pgcoursecatalogs



Part of the [Business Commons](#)

NSUWorks Citation

Nova Southeastern University, "MBA in Business Intelligence/Analytics 2016" (2016). *Huizenga Postgraduate Course Catalogs*. 60. https://nsuworks.nova.edu/hsb_pgcoursecatalogs/60

This Course Catalog is brought to you for free and open access by the NSU Course Catalogs and Course Descriptions at NSUWorks. It has been accepted for inclusion in Huizenga Postgraduate Course Catalogs by an authorized administrator of NSUWorks. For more information, please contact nsuworks@nova.edu.

M.B.A. in Business Intelligence / Analytics 2016

Information is the lifeblood of every company, as is the ability to identify, gather, extract, and analyze this raw data. Business intelligence uses a variety of software applications to transform these facts and figures into useful information that can then be used as a catalyst for constructive decision making, cutting costs, improving operations, and identifying new business opportunities. With an M.B.A. in Business Intelligence / Analytics, you will make an immediate and valuable contribution to any company, with exceptional proficiency in the science of business modeling, database systems, data warehousing, data mining, and benchmarking.

M.B.A. in Business Intelligence Analytics

Course Descriptions 2016

[Course Descriptions](#)

Full-Time professionals are available to discuss the M.B.A. in Business Intelligence / Analytics curriculum with you in greater detail. Simply call 800.672.7223 Ext. 25168 or contact our [Enrollment Services Staff](#).

QNT 5470 Data Analytics for Business Management (3 cr.)

This course provides an overview of data analytics in business management and the technologies that can be used to enhance data-driven decision making. The course introduces data analytics frameworks and best practices for integrating data analytics into organizational business processes to be used to improve competitiveness, profitability, growth or operational efficiency. Students also gain experience with software tools used for data preparation, analysis, and reporting. Prerequisite: QNT 5160 or QNT 5040.

MMIS 630 Database Management and Applications (3 cr.)

The application of database concepts to management information systems. Design objectives, methods, costs, and benefits associated with the use of a database management system. Tools and techniques for the management of large amounts of data. Database design, performance, and administration. File organization and access methods. The architectures of database systems, data models for database systems (network, hierarchical, relational, and object-oriented model), client-server database applications, distributed databases, and object-oriented databases.

MMIS 642 Data Warehousing (3 cr.)

This course includes the various factors involved in developing data warehouses and data marts: planning, design, implementation, and evaluation; review of vendor data warehouse products; cases involving contemporary implementations in business, government, and industry; techniques for maximizing effectiveness through OLAP and data mining. Prerequisite: MMIS 630 Database Systems.

MMIS 643 Data Mining (3 cr.)

This course emphasizes the fundamental concepts and techniques of data mining. Concepts will be illustrated with case studies of real data mining examples. The focus is to find knowledge from huge amounts of data being handled electronically. Students will gain hands on experience using data mining tools on real data. Necessary background concepts in statistics and programming will be provided. Prerequisites: MMIS 671 Decision Support Systems or QNT 5040 Business Modeling, and MMIS 630 Database Systems.

MMIS 692 Capstone Project in Business Intelligence (3 cr.)

This capstone project requires students to employ the knowledge and skills assimilated in the four courses to design and develop a business intelligence application that leads to direct and measurable value for the students'½ organization. Prerequisites: MMIS 630 Database Systems, MMIS 642 Data Warehousing, and MMIS 643 Data Mining.

QNT 5495 Advanced Data Analytics for Business Management (3 cr.)

This course integrates knowledge of data management, data mining techniques, predictive modeling, and business process models. Students will apply advanced data analytics techniques to real-world business

problems and create and evaluate data-driven solutions to uncover new business strategies and improve organizational competitiveness. The effectiveness of data-analysis techniques and knowledge discovery methods in business applications is also discussed. Prerequisites: QNT 5470, MMIS 0630, MMIS 0642, MMIS 0643, and MMIS 0692.

Foundation Course Descriptions

QNTP 5000 Foundations of Business Statistics (3 cr.)

This course covers collection, description, analysis, interpretation, and presentation of data to support business decision making. Probability distributions, central limit theorem, statistical inference for univariate data; correlation analysis and introduction to linear regression modeling and their application to real world business problems are discussed. The data analysis capabilities of Microsoft Excel are integrated throughout the course.

FINP 5001 Accounting and Finance Foundations (3 cr.)

A survey of the essentials topics in accounting and finance includes modern corporate environments, agency and governance, accounting principles, financial statements, ratio analysis, time value of money, financial decision making tools.