MBA PROGRAM ELECTIVE SPOTLIGHT

Business Analytics: Tools for Big Data

This course demonstrates data analytic techniques from data mining, machine learning, and optimization on a variety of practical business problems across the functional areas of business (operations, finance, marketing, etc). We intend to cover the following methodologies: regression (linear, nonlinear, logistic), trees (decision, classification, regression), and clustering. The course uses Excel and appropriate add-in software (e.g., XLMiner) to provide students with hands-on experience applying these methodologies on real problems.

Autumn Quarter:
Monday & Wednesdays, 10:30am-12:20pm

About the Instructors

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