

BAN 380 : People Analytics and strategy

This course will provide the students with an understanding of how organizations can leverage data science and analytics to gain competitive advantage and how to use the data to align with a company's mission and goals. Students will learn how organizations derive business value/impact, and return on investment, and the importance of interpreting and communicating the business case.

Credits 3

Core Requirement

BEC

Prerequisite Courses

MGT 230