

# BAN 310 : Business Analytics and Visualization

This course aims to help students apply different data analysis software-based tools to improve their results evaluation and decision-making skills. It starts with the conceptualization of empirical research and concludes with a visual display of research findings to target audiences. It provides students with a good conceptual understanding of the research process as well as practical skills in analytics and visualization necessary to model data and predict solutions to business problems.

**Credits** 3

**Core Requirement**

BCC

**Prerequisite Courses**

OPM 230

OPM 211

OPM 330