# BAN 350 : Predictive Analytics and Data Mining

Predictive analytics involves the art of data exploration, visualization, and communication as well as the science of analyzing large quantities of data in order to discover meaningful patterns and generate insights to support decision-making. The primary objective of this course is to introduce various techniques available to extract useful information from the large volume of data an organization can use. Through this course, students will become more competent in extracting the business value from the rich data. This course will cover the concepts, principles, methodologies, and emerging trends in data mining and predictive analytics.

**Credits** 3
**Core Requirement**
BEC
**Prerequisites**
OPM 211, OPM 230