INSY 653. ANALYTICS FOR DIGITAL BUSINESS MODELS.

Credits: 3

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

Conceptual background coupled with hands-on experience with methods and tools needed to enable digital business models to strategically leverage analytics, with the goal of improving firm performance and decision-making, and attaining a competitive advantage. Topics include understanding online word-of-mouth through analysis of structured and unstructured data, distinguishing between homophily and influence in online social networks, mobile commerce, and more.

- Prerequisite(s): INSY 642 Minimum Grade or Test Scores : B-

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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