

BUAD 132 : Data and Decisions

Management decisions frequently include levels of uncertainty. This course introduces frameworks for considering areas of uncertainty and risk, and building on these frameworks it allows students to develop tools for interpreting and visualizing data. Fueled by the increasing ease of collecting big data from social media, digital transactions, smart devices and the Internet of Things (IoT), analytics is revolutionizing many aspects of business such as human resources, marketing, operations, finance and strategy. The goal of this course is to provide a foundation in probability and statistics for subsequent courses in business or other majors.

Semester Hours 4.0