WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE NUMBER: **MBA 7710**

COURSE TITLE: Seminar in Data Analytics

PREREQUISITE: MBA 6300 or 6350

COURSE DESCRIPTION:

This course is designed as a hands-on course in Business Analytics, an area of business
administration that considers the extensive use of data, methods, and fact-based management
to support and improve decision making. This course covers the data management
infrastructure that supports data analysis, analytic methods, and visualization as a tool to
communicate analytic results. Practical examples and hands-on exercises present an
opportunity to apply concepts and techniques used in data analytics. Data visualization tools
are used as a means to explore and analyze data and as a means to effectively communicate opportunity

C-3 Master best practices in visually presenting analytic results via charts, graphs and other advanced graphics such as sparklines, in-cell charting, and in-cell images utilizing visual tools available in Excel and Tableau.