

# DSB - DATA SCIENCE FOR BUSINESS

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## **DSB 6000 Data Science Strategy & Leadership Cr. 3**

Provides an understanding of how organizations can leverage data science and analytics to gain competitive advantage and how to use the data to align with a company's mission and goals. Students will learn how organizations derive business value/impact, and return on investment, and the importance of interpreting and communicating the business case. Offered Yearly.

## **DSB 6100 Marketing Analytics Cr. 3**

Application and synthesis of marketing methods and modeling approaches to design, analyze, and optimize digital marketing campaigns and to understand customer segments, customer life cycles, and lifetime values. Offered Yearly.

**Restriction(s):** Enrollment is limited to students with a major in Data Sci & Business Analytics.

## **DSB 6200 Manufacturing & Supply Chain Analytics Cr. 3**

Discussion of the strategic and tactical issues surrounding the design and operation of supply chains through effective information collection, sharing, and collaboration, an understanding of applied analytical tools and methods that can be used to make better supply chain decisions and practical application of supply chain advanced planning and optimization solutions. Offered Yearly.

## **DSB 6300 Social and Collaboration Networks Cr. 3**

Leveraging data science tools & technologies for network analysis with practical applications to support and provide a structure for fact-based decision making for individuals working to gain insight into complex organizational problems. Offered Yearly.

**Restriction(s):** Enrollment is limited to students with a major in Data Sci & Business Analytics.

## **DSB 7500 Practicum Cr. 6**

Apply theoretical knowledge acquired throughout the Big Data & Business Analytics MS program to a challenging project involving real-world business problems/opportunities and data analytics in a reliable, scalable, distributed computing environment. Offered Yearly.

**Restriction(s):** Enrollment is limited to students with a major in Data Sci & Business Analytics; enrollment is limited to Graduate level students.

**Equivalent:** DSA 7500, DSE 7500