

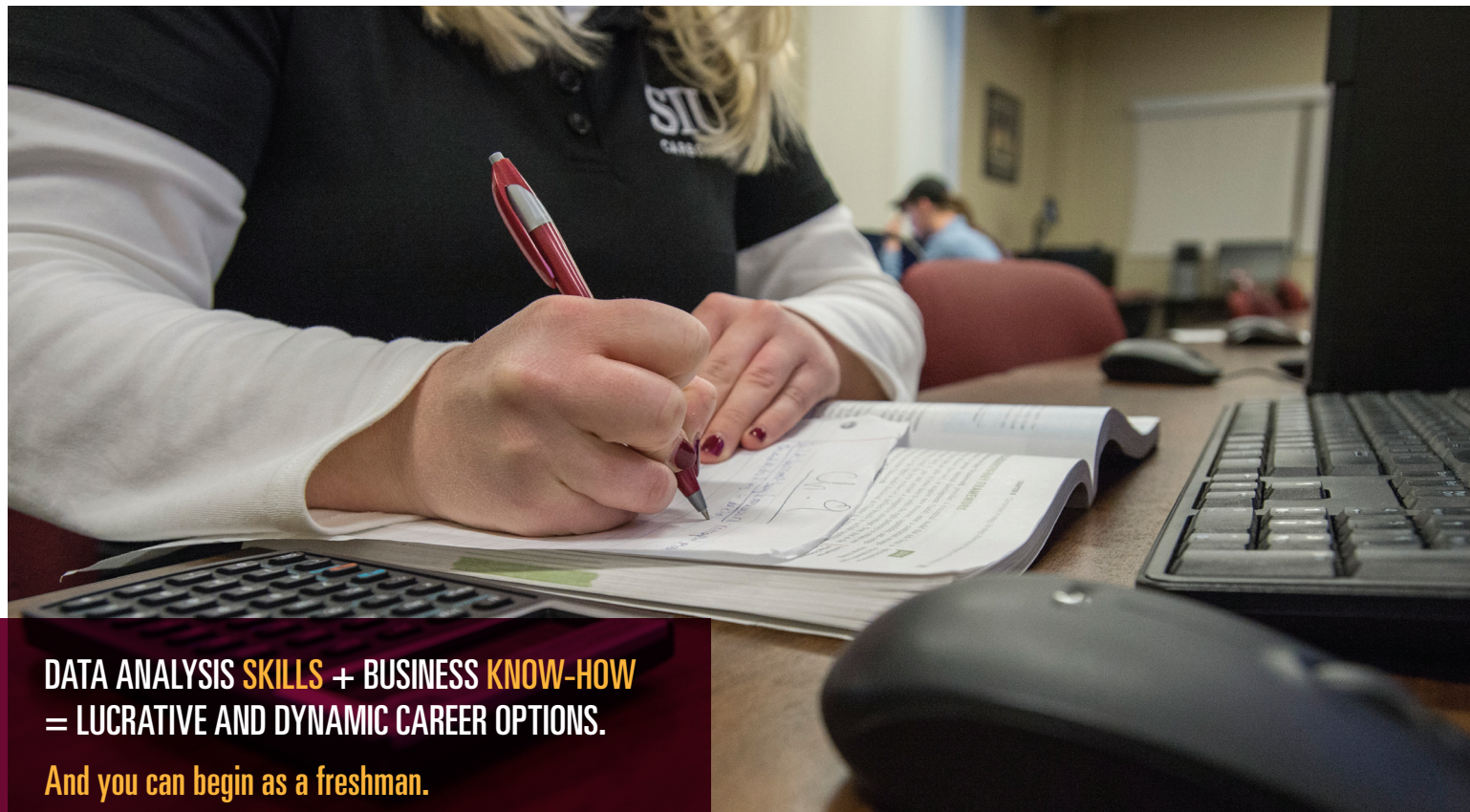
BUSINESS ANALYTICS

BACHELOR OF SCIENCE, MINOR



SIU PONTIKES CENTER FOR ADVANCED
ANALYTICS AND ARTIFICIAL INTELLIGENCE





**DATA ANALYSIS SKILLS + BUSINESS KNOW-HOW
= LUCRATIVE AND DYNAMIC CAREER OPTIONS.**

And you can begin as a freshman.

With the added bonus of learning about artificial intelligence and what it means for the business world.

Big data. Data mining. You know that with every click, every purchase, every “like,” you are sharing information with businesses. What do businesses do with all that information? It depends on the business, of course, but every business needs someone trained in business analytics to use that data and develop successful strategies.

Sample Classes:

- Business Intelligence
- Data Science
- Artificial Intelligence in Business
- Machine Learning in Business
- Information Visualization
- Ethics of Analytics
- Database Management
- Analytics of Project Management

HERE'S WHAT YOU'LL LEARN:



- Data science and its application to business



- Business applications of artificial intelligence and machine learning



- Data management
- Data-driven decision making and executive strategy
- Presentation of data analytics results
- Business skills in accounting, finance, marketing, and management



The Pontikes Center for Advanced Analytics and Artificial Intelligence is a virtual think tank and research center. Its home is the College of Business and Analytics at Southern Illinois University Carbondale, but its reach is worldwide.

Accredited by the Association to Advance Collegiate Schools of Business (AACSB)



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