

**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.