QUANTITATIVE BUSINESS ANALYSIS (QBA)

QBA 2302 Business Data Analysis I (3)
Pre-requisite(s): A minimum grade of C in BUS 1350; Only open to BBA students
The application of statistical methods used in business decision-making. Topics include methods for accessing and describing data. An introduction to probability provides a framework for risk analysis. Inferential statistics is covered through confidence interval estimation, hypothesis testing, and correlation and linear regression analysis. Statistical software is presented for producing data summaries and statistical computations.

QBA 3305 Introduction to Business Analytics (3)
Pre-requisite(s): Minimum grade of C in QBA 2302
Only open to BBA students. Designed to aid in understanding what has happened in the past in a firm (descriptive analytics), using past data to predict what is going to happen in the future (predictive analytics), and helping to determine the best course of action to take (prescriptive analytics). Explores how to combine statistical modeling and computer techniques to help make principled decisions in the context of business.

QBA 3306 Statistical Models in Business (3)
Pre-requisite(s): A minimum grade of C in QBA 3305
Emphasizes building computer-based statistical models as aids in business problem solving. Case studies are analyzed using multiple regression, analysis of variance, time series forecasting methods, and survey sampling. Emphasis is placed on current computer-based statistical methods and business applications.

QBA 4V98 Special Studies in Quantitative Business Analysis (1-6)
Not open to pre-business students.