Bemidji State University

BUAD 3232: Predictive Analytics

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: 0
   Lab Hours/Week: 0
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   The application of multivariate statistics to improve business decision making and how business leaders can best understand the results of these analyses. Students will determine patterns and predict future outcomes and trends using data analysis with an emphasis on regression and correlation, time series, analysis of variance, and business forecasting. Prerequisite: BUAD 2231 or consent of instructor.

B. COURSE EFFECTIVE DATES: 07/31/2023 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Sampling Methods and the Central Limit Theorem
   2. Estimation and Confidence Intervals
   3. One-Sample Tests of Hypothesis
   4. Analysis of Variance
   5. Linear Regression and Correlation
   6. Multiple Regression and Correlation Analysis
   7. Index Numbers

D. LEARNING OUTCOMES (General)
   1. compute probabilities by using the normal distribution.
   2. understand, explain, and use the central limit theorem as it applies to business situations.
   3. construct and apply confidence intervals for population means and proportions.
   4. conduct tests of hypotheses and interpret the results in a business situation.
   5. conduct, interpret and apply Analysis of Variance in business settings.
   6. construct, analyze, and apply single and multiple regression models in business settings.
   7. construct, analyze, and apply index numbers in business settings.
   8. demonstrate effective communication skills.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted