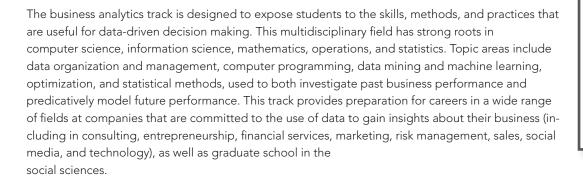


Business Analytics





Jeff Simonoff

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Office Hours:

Tuesdays 9-10am, 3-4:30pm Thursdays 9-10am

Important note: Students must fulfill all required prerequisites for any course listed. For information regarding course prerequisites, please refer to the Undergraduate Bulletin (www.stern.nyu.edu/bulletin) and for College of Arts and Science courses (http://cas.nyu.edu/page/majorminors).

Prerequisites

- Calculus I (MATH-UA 121) or higher
- Statistics for Business Control and Regression/Forecasting Models (STAT-UB 103 OR STAT-UB 1 & STAT-UB 3)

Essentials

- Introduction to Computer Programming (CSCI-UA 2)
- Database Management Systems (INFO-UB 46) or Database Design and Web Implementation (CSCI-UA 60)
- Data Mining for Business Intelligence (INFO-UB 57)
- Regression and Multivariate Data Analysis (STAT-UB 17)

Advanced Electives

Three courses from the list below, including courses from at least two of the four categories indicated:

- Mathematics Calculus II (MATH-UA 122), Linear Algebra (MATH-UA 140), Discrete Mathematics (MATH-UA 120)
- Statistics Forecasting Time Series Data (STAT-UB 18)
- Information Systems Electronic Commerce (INFO-UB 38), Practical Data Science*, Search and the New Economy (MULT-UB 36)
- Operations Management Decision Models (MULT-UB 7)

Although not formally part of the track, students in this track would probably benefit from also taking other courses listed in the digital marketing track, such as Networks, Crowds, and Markets (INFO-UB 60).

*New Course for AY 2013-2014