

MG 450 - Machine Learning & Predictive Analysis

3 Credit Hours

This course provides an introduction to the use of predictive analytics for business decision making. As more business processes and tasks are automated, business leaders need to have the capabilities to understand and apply predictive techniques to improve profitability and deliver value for customers. Students will be exposed to data mining tools and techniques for forecasting, classification, and data-visualization. They will also gain an understanding about the ethical and legal issues associated with the application of these tools in business contexts.

Prerequisites

[MG 342 MG 211](#)