

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Capstone Business Analytics
COURSE NUMBER: BBA 480
PRE-REQUISITE(S): Grade of C or better in all Business Analytics Program
Core Courses

COURSE DESCRIPTION:

This capstone course provides the student experience in an applied business analytics

- B-4 Build relationships with business professionals who can serve as mentors or advisors

GOAL C:

Gain practical experience as an analytics professional in the business environment

Learning Objectives: The student will:

- C-1 Experience the activities and functions of data analytics professionals
- C-2 Understand the role and structure of analytics in the organization; differentiate the roles of IT, analytics, and frontline business decision makers