

MGT 3170: Data Mining

The process of exploring and modeling large amounts of data to uncover previously unknown patterns. Using data mining techniques, managers can exploit large databases, identifying useful patterns to help make business decisions. Applications to marketing, finance and other business disciplines. VSB 2005 Business Statistics or equivalent or instructor permission.

Credits: 3

Prerequisites:

VSB 2020

VSB 2008

VSB 2009

VSB 2010

VSB 2030

VSB 2040

MGT 1102

(VSB 2020 and VSB 2008 and VSB 2009 :Y or VSB 2010 :Y or VSB 2030 :Y and VSB 2040 :Y) or MGT 1102

Program: [Management](#)