

Note: temporary course number & titles. Will be replaced with BZAN 6360 and 6361 in the future.

BZAN 7397 Business Analytics Capstone Project I & II

The capstone project courses are perhaps the most rewarding and valuable learning experiences of your degree. A capstone course requires a real-life project with a Bauer strategic corporate partner in the business field chosen by the faculty panel. Projects and partners that student teams work with may change from semester to semester. The two-course series provides a structured means for students to get hands-on experience in real-life practices of business analytics. Students are assigned to teams and work on business-defined problems of data analytics which are scoped collaboratively between the business partner and Bauer faculty member. Live business sponsors provide the feedback and evaluation as the projects progress. A two-course series allows the same team to further improve their solution(s) by continuing to work with the same business sponsor on the same or refined business problem over an extended period. Alternatively, the two-course series could allow a team to work with two different business sponsors on similar problems.

Possible business domains (and beyond) include:

- Healthcare analytics
- Marketing analytics
- Banking service analytics
- Energy analytics
- Supply chain & logistics analytics
- more in the future

Upon completing this course, students will master the following skills:

- Defining solvable data analytics problems
- Differentiating and properly communicating the values of their solutions to relevant stakeholders

Prerequisites: BZAN 6351, BZAN 6352, BZAN 6353, BZAN 6354, and prior completion or concurrent enrollment in BZAN 6357.

M.S. BZAN students will need to be enrolled in the Capstone Practicum course by their academic advisor.