MGT 3170: Data Mining and AI

Use of data-mining and AI-techniques for analyzing large datasets to reveal hidden patterns for improved managerial decision-making. Students learn how advanced AI-tools, including machine-learning algorithms, are applied across business domains (marketing, finance, etc.) to develop predictive models and actionable insights.

Credits: 3.0
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