

## Engs 685: Business Geographics

### SCHOOL OF ENGINEERING

This course introduces students to the fundamental geospatial concepts and methods that are used by business geographers. Businesses face continued pressure to not only develop their products but also determine the best methods for finding customers or delivering their products. Due to the ease of obtaining geospatial data related to business, many business owners are attempting to apply geographic techniques to make better use of the data to become more competitive. Unfortunately, most business analysts are unfamiliar with geographic techniques. The course introduces students to key concepts in the field of business geographics such as the motivation for using geospatial technology in business applications, the different geographic data sets available for use by business analysts, and modeling of spatial data for business application. A second component familiarizes students with actual GIS software in the context of business geographic applications, providing students with hands-on examples of the use of geospatial technology. Not only do the students learn the basic theory behind the techniques, but they also will gain practical skills by actually using the software in a hands-on application-based laboratory environment. Therefore, the students will have confidence that they can actually perform some of the tasks themselves.

3 Credits

### Instruction Type(s)

- Indep Study: Independent Study for Engs 685

### Subject Areas

- [Engineering, Other](#)

