

# **BAIS 408: Database Mgmt for Business Analytics**

## **Marketing, Analytics & Prof Sales**

A study of data structures, file processing, databases and database management. The course covers database design, implementation, and administration. Emphasis is on the relational data model, normalization, and structured query language (SQL) to establish a sound data platform for business analytics.

3 Credits

### **Prerequisites**

- Pre-requisite: 54 Completed Hours.

### **One-way corequisites**

- [BAIS 309: Management Information Systems](#)

### **Instruction Type(s)**

- Lecture: Lecture for BAIS 408
- Lecture: Compressed Video for BAIS 408

### **Subject Areas**

- [Computer Programming Special Applications](#)
- [Data Modeling/Warehousing and Database Administration](#)

