

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 guery 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

- <u>Computer Programming Special Applications</u>
- Data Modeling/Warehousing and Database Administration

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

