CIS 313: Location Analytics for Business

Overview

Introduction and conceptual overview of location intelligence via visualization and analyses of geo-spatial data to enhance business insights and decision making. Learn how location analytics can offer better insights and decision-making support for business by analyzing geo-referenced data with GIS application software such as ArcGIS Online. Explore and geo-enrich the location component of business data to perform market analysis, visualize demographic, customer, and competition data and share analysis insights using engaging maps. Learn how spatial analysis helps organization decrease cost, increase revenue, and reduce risks.

What You'll Learn

- Understand the basic principles of Geographic Information Systems (GIS) including coordinate systems, projections, maps
- Use industry standard ESRI's GIS software tools such as ArcGIS Online to question, analyze, interpret, and visualize spatial data
- Apply geospatial analysis to various business functions, including market planning, site analysis and market research
- Examine case studies and present how location information can be leveraged in specific industry to solve underlying business problems

How to Succeed

To be successful in this course, we recommend English language fluency and computer literacy. Familiarity with geographic information systems (GIS) concepts will be helpful but is not required. We also encourage you to make sure your laptop or desktop computer meets the technical requirements.

CIS 105 Computer Applications and Information Technology is strongly suggested as a prerequisite for success in this course.

Earn College Credit

This course appears on your transcript identically to how it appears on the transcript of an enrolled ASU student.

This course satisfies 3 credit hours at Arizona State University. It is strongly encouraged that you consult with your institution of choice to determine how these credits will be applied.

In order to receive academic credit for this course, you must earn a grade of "C" or better. You have one year to add the course to your transcript.

This course is part of the _Applied Business Analytics Certificate_.

Exams and Grading

30%
Concept Quizzes

60%
Assignment Quizzes

10%
Reflection Story Map

ASU® Universal Learner® Courses
Arizona State University

Materials

This course makes use of open educational resources (OERs) provided within the course, **no purchase necessary**.

Graded Assignments

Graded assignments are required and count towards your final grade. Students must submit all assignments via the course site unless otherwise instructed.

Concept Quizzes (30%): There are six concept quizzes. These quizzes are designed to ensure you have absorbed the conceptual foundations for a topic through watching the videos and readings for that topic. A score of 80% is required to continue to the next module. You will have three attempts to earn 80%.

Assignment Quizzes (60%): There are six assignment quizzes. These extend the hands-on applications of the knowledge and lab practice related to that topic. Assignments will be done with software such as Business Analyst Web. Assignment quizzes must be submitted to view the next module.

Reflection Story Map (10%): Review all that you learned and experienced in the course. It is an opportunity to integrate your background and experience with the course material and narrate how your knowledge has evolved through your engagement in the course.

Course Communication

All communication will take place via the discussion forums and course announcement page. There will be a discussion forum where you can post general questions, comments, and direct inquiries for the instructor and course team. Please use these forums to ensure a timely response. Your instructor will not be able to respond to email.

Additional Information

If you have questions about Universal Learner Courses and how they work, please visit ea.asu.edu or contact our support team at ulcourses@asu.edu.

Instructor led Version

Time Commitment

This is an asynchronous, online course. This means, while you will have deadlines, you do not need to be at your computer at specific times or participate in live activities.

To be successful in this class, you must view all course pages and complete all graded work by the deadlines indicated. Also, keep in mind that "attendance" in an online course means logging into the platform on a regular basis, checking for course announcements, and visiting and participating in the discussion forums.

This 3 credit, 8 week course requires about 135 hours of work. Therefore, expect to spend approximately 15-20 hours per week preparing for and engaging in this course.

Assignment Deadlines

Your instructional team will provide all content and learning activities on or through your course site. It is your responsibility to review all content, fulfill all assignments on time, and ask any questions you have in the designated discussion area. It is also your responsibility to determine the due dates and times for all course assignments according to your time zone. Due to the large-scale format of Universal Learner Courses, late assignments will not be accepted at any point during the course, and we cannot make exceptions.

CIS 313: Continued

Self paced Version

Time Commitment

The work in this course is equivalent to an eight week course but you have one year to complete it. Please plan your goals accordingly. During this year, you are encouraged to work through the course at a pace that suits your needs.

You have one year from the date you enrolled to complete the course, and you have one year from the date you complete the course to purchase your academic credit.

Course Resets

Self paced courses cannot be reset. If you are not happy with your grade and want to take the course again, you have two options: you may take the course the next time it is offered in an instructor led format or wait until a new version of the self paced course opens at the beginning of every academic year on the first day of class in August.

Transcript

You will be able to add the course to your transcript **six weeks after enrolling**. Although the course is self paced, course attendance dates will be listed on your transcript. After purchasing the credits, the course will appear on your transcript in the session you **completed** the course. If you are on the cusp of two sessions and need to confirm the date of completion or beginning/end of a session, please contact our support team at ulcourses@asu.edu.