Course Code:

FTEC 4002 Behaviroal Analytics (this is the course code used for the regular academic term for CU students)

Course Outline:

This course provides an introduction to the fundamental concepts, tools, and techniques used in behavioral analytics, including expected monetary value, decision tree, Bayes analysis, utility theory, discrete choice model, and basic statistical principle. The goal of this course is to provide students with normative theory on decision making under uncertainty, and to equip students with the quantitative methods to analyze the behavior of agents using their decision data. The methodology is widely applicable in decision science, marketing, finance, and behavioral economics.  This course is ideal for students interested in pursuing careers in analytics, operations research, management consulting, or any field where data-driven decision-making is essential. Prior knowledge in calculus and probability/statistics is required, and programming experience is expected for the course project.