



# GEOG 4230/5230

## LOCATION INTELLIGENCE: BUSINESS GIS

### Geospatial Analytics & Business Decisions

This course surveys the advances in geographic thinking that take modern business to the next level. Through the semester we will survey the concepts that drive the application of geospatial analysis to improve business decisions. The class will integrate these ideas with a suite of analytical techniques that allow retail and service businesses to identify strategic locations and markets that power business expansion.

Spring, 2021:

Mon/Wed 12:30 PM – 1:50 PM



Questions? Contact Dr. Murray Rice, [murray.rice@unt.edu](mailto:murray.rice@unt.edu)

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