

Dept. of Geography & GIS - Spring 2016 New Course Announcement

GEOG 479: Business Applications of Geographic Information Science (GIS)*

Section MPK, CRN: 61664 **Please note: This course will eventually become GEOG/BADM 440.*

Professor Mei-Po Kwan mkwan@illinois.edu

Lecture: Mondays, 10:00 – 10:50 a.m.

Lab: Tuesdays, 3:00 – 4:50 p.m.

Geographic Information Systems (GIS) are increasingly used by business firms for a wide variety of core business operations and strategic planning applications. GIS provide powerful functionalities for storing, managing, and analyzing complex geospatial business data. As they can be used to improve efficiency, decision making, planning, management and communication in both private and public sectors, GIS have considerable value for a wide range of businesses (e.g., logistics, marketing, insurance, location-based services, healthcare, emergency response, etc.).

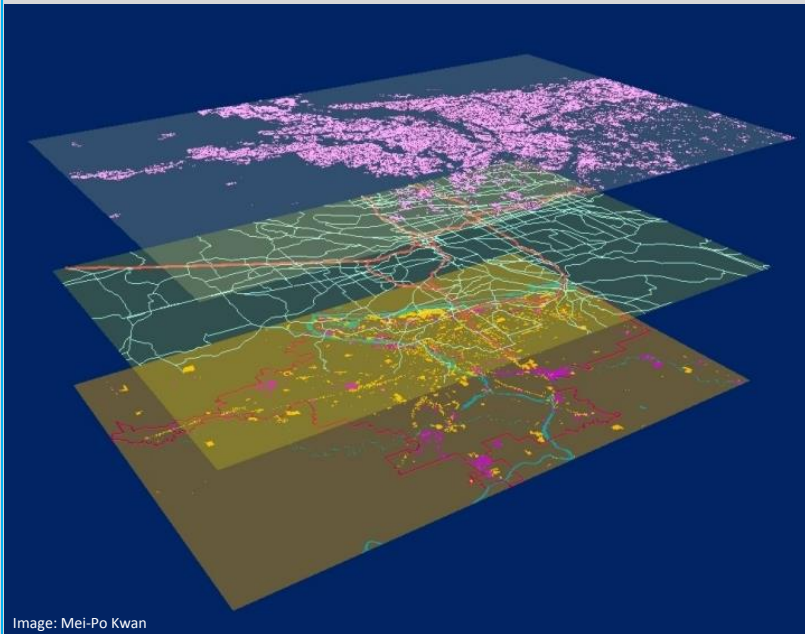


Image: Mei-Po Kwan

This figure shows three types of GIS data used in a study of Portland, Oregon: residential parcels (top), transportation network (middle), and commercial and industrial parcels (bottom)

This course will introduce business GIS and will cover various techniques and analyses for business applications. It will explore how geospatial data and tools are applied in business organizations and the specialized GIS methods used by businesses for marketing, logistics, and strategic planning.

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