

## 2-Day Workshop: Business Applications of GIS

### Overview

This course covers fundamental GIS concepts as well as how to geocode, use GPS data, perform market analysis, cost surface and distance analysis. Participants will learn how to use ArcGIS 9x including: ArcMap™, ArcCatalog™, and ArcToolbox™ and explore how these applications work together to provide a complete GIS solution.

This 2-day course is for those who are new to ArcGIS and business applications of GIS. This course will introduce basics of GIS followed by hands-on experience working with GPS data, locating a business and address matching/geocoding.

### Prerequisites and Recommendations

Participants should know how to use MS windows software.

### Goals

- Display GPS data
- Geocode data
- Work with georeferenced spatial data

### Topics Covered

- ArcGIS overview: Capabilities and applications; Interacting with the interface; Basic display
- ArcGIS data model: Geodatabases; Shapefiles; Coverages; Feature types; Attributes
- GIS software: Components; Functions; Applications
- Spatial coordinate systems and map projections: Georeferencing data;
- What map projections are; How ArcMap works with map projections
- Business Mapping
- Cost surface and distance analysis
- Geocoding and address matching

### Contact Us

Dr. Barnali Dixon / Julie Earls  
College of Arts and Sciences  
140 7th Ave. S. Geo-Spatial Analytics Lab-PNM 103  
University of South Florida St. Petersburg  
St. Petersburg, FL 33701  
Phone (727) 873-4025

E-mail: [Barnali Dixon](mailto:bdixon@stpt.usf.edu) bdixon@stpt.usf.edu

E-mail: [Julie Earls](mailto:jearls@mail.usf.edu) jearls@mail.usf.edu

