

Business Analytics Programs

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Presented at the Decision Sciences Institute Annual Meeting, Baltimore, Nov. 16-19, 2013.

The core for MBA / MS

Course	Key Ideas	Skills/Software
Business Intelligence	Bridge between IS and Quantitative Methods	Databases, SQL, Dashboards
Business Modeling	Financial, Forecasting, Optimization	Spreadsheet based analysis – Excel – Regression, LP (Solver)
Data Mining	Model Life Cycle Classification/Prediction, Segmentation, Association	Data Cleaning Discriminant Analysis, Logistic Regression, ANN, Classification Trees, Clustering
Project Management	Soft skills, quantitative aspects. Critical activities.	PERT/CPM

Electives for MS

Quantitative	Qualitative
Statistical Modeling Applied Regression Risk Management Marketing Intelligence	Negotiation IS Management Strategy

New (Proposed) MS Program

Research focus
Across departments
Information Systems, Marketing,
Management Science, Risk Management
Internship component
Industry partnership for data, projects

- ### Success with current program
- Fairly strong anecdotal data
 - Increased enrollment

 - Challenges
 - Software, data
 - Mathematical ability
 - Staffing/Hiring – research vs. teaching

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