

## Business Analytics Programs

Satish Nargundkar  
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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
<b>Business Intelligence</b>	Bridge between IS and Quantitative Methods	Databases, SQL, Dashboards
<b>Business Modeling</b>	Financial, Forecasting, Optimization	Spreadsheet based analysis – Excel – Regression, LP (Solver)
<b>Data Mining</b>	Model Life Cycle Classification/Prediction, Segmentation, Association	Data Cleaning Discriminant Analysis, Logistic Regression, ANN, Classification Trees, Clustering
<b>Project Management</b>	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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