

WSOB Business Analytics

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Analytics facilitates realization of business objectives through reporting of data to analyze trends, creating predictive models for forecasting and optimizing business processes for enhanced performance.

¹INFORMS



INFORMS identified three sets of analytics tools:

Descriptive analytics:

Prepares and analyzes historical data, and identifies patterns from samples for reporting of trends.

Predictive analytics:

Uses data to predict future.

Prescriptive analytics:

Uses data to prescribe best course of action to realize best outcome.

²INFORMS



- Undergraduate
 - All WSOB Students
 - Certificate of Business Students
 - Non-WSOB Students
- Graduate



On-line Excel

- 10 to 15 hours on-line
- Required of ALL WSOB students
- Required of Certificate of Business Students
- Eventually available to outside of WSOB Students



BA-I and BA-II

- Required of ALL WSOB students: No substitute courses
- Required of Certificate of Business Students
- Removing of GB303 and GB304
- BA-I (GB306)
 - Understanding Data
 - Data Visualization
 - Introduction to Regression
- BA-II (GB307): Regression and Decision Analysis



- Under Development
- Third course and Certificate in Analytics for Undergraduates
- MS in Analytics
- Tie into other courses



- Introduce on-line Excel in Fall 2012
- Introduce BA-I and BA-II in Fall 2013



- SOAR for Summer 2012: Impacts sophomores in Fall 2013
- Resource issues
- Coordination with other WSOB Undergraduate Courses
- Coordination with other Schools who use GB303/GB304 for their students



- Slides available on School Intranet
- Feedback welcome

- Ruth Joyce
- Steve Malpezzi
- Jim Morris
- Joann Peck
- Margie Rosenberg
- Steve Schroeder
- David Schweidel