

Interest Areas

Business Analytics
Employers
Consulting
Government Manufacturing
Service Industries

Professional Societies

American Statistical Association (ASA)
Decision Sciences Institute (DSI)
Informs

Related Certifications

SAS-Certified Predictive Modeler

Contacts

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What is Analytics?

Analytics involves studying historical data to research potential trends, analyze the effects of certain decisions or events, or evaluate the performance of a given tool or scenario. The goal of analytics is to better the business or organization by gaining knowledge which can be used to improve decisions: strategic, tactical, and operational.

Why Study Analytics?

As firms continue to lower costs, they will make better use of information. Consequently, there is a growing need for analytics specialists in every business and organization.

The following course sequence is recommended for the analytics concentration:

First Fall	ISDS 7301 Analytics I Introduction to analytics; use of big data in business; value proposition of data in business; data sources; storage and retrieval of data in business; descriptive analytics for business; business intelligence tools; dashboards in business.
Second Fall	ISDS 7302 Analytics II Predictive analytics in business; business cases in predictive analytics; data mining use in business; industry solutions for predictive analytics.
First Spring	ISDS 7303 Analytics III Prescriptive analytics in business; use of optimization techniques in business; use of simulation to assesses complex models; business cases.
Second Spring	ISDS 7990 Project Pass-fail grading. Special topics in statistics and quantitative methods.

Please note: In cases where an elective is not offered as planned, the Flores MBA office will attempt to find alternative courses for the student to take so that the specialization can be completed.

If only the first three courses are completed, the student will have completed the requirements for an MBA Specialization in Analytics, but not the graduate certificate.

For more information and/or to register for these courses, please contact the MBA office.

MBA Students May Also Take On-Campus Courses to Develop Specific Skills.

If an MBA student is interested in developing a specific skill set in classes that are delivered 100 percent on-campus, the following courses are offered on-campus: ISDS 7024 Advanced Statistical Analysis, ISDS 7302 Data Mining, ISDS 7510 Data Base Management, ISDS 7511 Business Intelligence, ISDS 7103 Operations Research, ISDS 7401 Healthcare Informatics, ISDS 7220 Supply Chain Management, ISDS 4117 Management of E-Commerce and Internet Information Systems, and ISDS 4118 Web Analytics.

For more information and/or to register for these courses, please contact the Stephenson Department of Entrepreneurship & Information Systems.