

Experience and Advice on Including Analytics in the Curriculum

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About Furman



- Private, liberal arts, all undergraduate
- In Greenville, SC along I-85
- Business and Accounting department and majors, separate Economics dept., no statistics department
- Strong alumni involvement



Current Undergraduate Analytics Class

- BUS 337 – Business Analytics I
- Last spring, 28 juniors and seniors, heavily Business Administration majors. Spring 2014, to be similar
- Background primarily limited to an introductory economics-based statistics course

Broader Question: Does Analytics Offer a Potential Win-Win?

- “The time is nigh...”
- Everyone is talking about it...
- These opportunities come and go

Interesting and Relevant Development...

- Analytics is key to competitive advantage, value, continuous improvement, innovation and even organizational power!!

Topical Areas

- Marketing analytics
- Risk analytics
- Fraud analytics
- CRM analytics
- Loyalty analytics
- Operations analytics
- HR analytics
- Election analytics (!)

Two-Stage and Two-Pronged Approach at Furman

- Separate courses in different departments
 - Business Analytics I and II in Business Administration
 - Data Mining in Math and Comp Science
- An interdisciplinary minor among Business Administration, Computer Science, and Mathematics

Business Student Awareness

- Important to be fed by other coursework and experiences
 - We have an integrated curriculum with visiting executives
 - Job prospects...in our case, EXCEL is key
 - Virtually all disciplines can contribute; applications are powerful

Caveat

- We could mess this up again...think OR and MIS

Interdisciplinary Minor

- A serious challenge, even at a smaller school like Furman
- Mathematics, Computer Science and Economics faculty members are in favor but
 - disparate ways of thinking about it
 - degree of compromise is an issue
 - analogous question in B-Schools...

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