

INFUSING **BUSINESS ANALYTICS**

Finding value in data is **transforming business and our graduates.**

Today and into the future, business success demands constant innovation and creativity, coupled with a high-level understanding of business analytics. One of the most urgent, unmet needs of business today is the effective use of vast data resources to measure performance and set a course for continued success. Moore School students are immersed in high-level analytics throughout their college career, in every business discipline.

PRIORITIES

- Add advanced business analytics expertise to every major and graduate program
- Immerse students in data analytics and the application of insights to solve business problems and predict future threats and opportunities
- Expand STAT 206 - Elementary Statistics for Business from a pilot course to roll out to all freshman in fall 2017
- Produce graduates who are at the leading edge of business analysis skills and have experience applying current data assessment tools

WHAT GRADUATES NEED TO KNOW TO EXCEL IN APPLYING BUSINESS ANALYTICS

- Calculus
- Data extraction, merging and cleaning
- Data mining and clustering analysis
- Database structures and querying
- Forecasting methods and tools
- Regression/trend analysis
- Scoring and optimization models
- Statistics
- Visualization of data

The education and application of these skills is woven into each business degree in course work and in student projects across all majors.

RESULTS

Companies often tell us our students bring skills to derive insights and solve tough business challenges that they themselves have not been able to solve. Our students are sought after to add these skills to partner companies.



The effective use of data and analytics to make business decisions must be a core strength that distinguishes our graduates. Graduates who can provide new insights and back their recommendations with sound analytics can have much more influence during the early parts of their careers than was historically possible. One thing we can be sure of about the future is that business decisions in every industry will be more based on analytics than they are today.

Mark Ferguson

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for Applied Business Analytics*

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25 BEST JOBS
IN AMERICA

- Glassdoor

#1 DATA SCIENTIST

#11 ANALYTICS
MANAGER

BUSINESS ANALYTICS UNDERGRADUATE CONCENTRATION

Required Course: Data Analytics for Business

This course helps develop two sets of skills in students. First, effectively using standard business software tools that are used in data analysis. Secondly, using multiple analytics software tools to gain insights to guide decision making.

Three elective courses from the following, each of which has significant analytics applied in the area of study:

- Accounting Information Systems I
- Econometrics
- Risk Management
- Investment Management
- Student-Managed Investments
- Human Resources Analytics
- Information Systems
- Service Operations
- Marketing Research

THE BUSINESS ANALYTICS CLUB

The Business Analytics Club at the Moore School was founded in 2015 by Stacey Mumbower and Ph.D. student Olga Pak. The club includes students representing nearly all of the seven academic departments in the Moore School, as well as students from several other schools across campus. Membership currently stands at 24 percent graduate and 76 percent undergraduate students.

The mission of the club is to foster an interactive learning environment that will help members develop excellent data-driven decision-making skills and help USC students, regardless of their university major, fill this gap. The club meets several times a semester and boasts an impressive list of guest speakers including Ian Webster, a Google engineer, David Beitz, president/co-founder of Beitz and Daigh Geographics, and Anirban Basak, chief solutions officer for SCRY Analytics.

