

## Analytics Specialization

### 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

#### Stephenson Department of Entrepreneurship & Information Systems

**Helmut Schneider, PhD**  
Associate Dean for Research and Graduate  
Programs, Research & Graduate Programs  
4017 Business Education Complex  
Baton Rouge, LA 70803  
225-892-2516  
hschnei@lsu.edu

#### Flores MBA Program

**Dana C. Hart, PhD**  
Director  
1053 Business Education Complex  
Baton Rouge, LA 70803  
225-578-8867  
dhart@lsu.edu

## 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:

<b>First Fall</b>	<b>ISDS 7301 Analytics I</b> 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.
<b>Second Fall</b>	<b>ISDS 7302 Analytics II</b> Predictive analytics in business; business cases in predictive analytics; data mining use in business; industry solutions for predictive analytics.
<b>First Spring</b>	<b>ISDS 7303 Analytics III</b> Prescriptive analytics in business; use of optimization techniques in business; use of simulation to assesses complex models; business cases.
<b>Second Spring</b>	<b>ISDS 7304 Analytics IV: Design and Analysis of Analytics Projects (3)</b> Capstone analytics project; analysis and design of analytics projects; managing analytics projects; lifecycle of analytics projects.

**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.