Business Analytics Emphasis Workshop

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DSO Department

Agenda

➢	What is the emphasis, and why should students declare this emphasis?

➢	Potential career paths emphasis can lead to.

➢	What are some courses that are offered for the emphasis?

➢	Resources, programs, or organizations the department recommends that can complement the emphasis.

➢	Requirement

What is BA emphasis?

A unique program that provides students with analytical and data science skills that allow them to make data-driven business decisions.

➢   Increases your employability

➢   Deeper understanding of business operation

➢   Effective communication

➢   Flexibility in the work force

Potential career paths

Basically,   all business fields

healthcare, entertainment, energy, retail, technology, interactive gaming, media, sports, hospitality, automotive, consumer goods, transportation, logistics, manufacturing, and financial services.

Related courses

Please check the course guide for all details.

Resources and requirement

Resources

➢ BUAD311/BUAD310g/BUAD312g/BUAD425 instructors, or an instructor of a business analytics elective they are enrolled in.

➢ Data Science Club at USC

➢ Operation Management Association (OMA)

Requirement

➢ Only to current Marshall undergraduates who have attained sophomore standing and have completed at least one semester in residence at USC.

➢ Students must complete BUAD 311 (Operations Management) or BUAD 313 (Advanced Operations Management and Analytics) prior to declaring the Emphasis. The Emphasis requires completion of at least twelve (12) units of Data Sciences and Operations (DSO) upper division coursework