

What does an Introductory Course look like in Business Analytics?

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Abstract

Introduction to Data mining, appropriate modeling and prediction in the decision-making process. Upon completion, students understand the basic concepts, gain deeper knowledge in analytics and perform better data analytics in a fast pace decision making environment. This introductory course brings together the basic techniques of optimization and the statistical methods that can handle large sets of data with the appropriate software in the decision-making process commonly known as Business Analytics. Topics include data exploration, data visualization, predictive modelling techniques. Most of the business schools nationwide have started programs in Business Analytics, or at least a minor both at the undergraduate and graduate levels to provide practical solutions to the policy makers in the context of growing data, usually described as Big Data. These required the development of courses starting from pre-requisites, core courses and electives in the last three to four years. Unfortunately, there seems to be no consensus on the contents of these courses, software and even text books among the scholars in the literature including the introductory course on the subject matter. A well-organized introductory course on the topic is essential as a foundation to the development of other courses in the curriculum ladder. The purpose of this presentation is to bring up the issues and seek input and guidance from other colleagues and participants with the hope of developing and finalizing in to about 80% standard contents like any other introductory course in business disciplines such as Accounting, Finance and Economics.

Biography

Bharat Kolluri is Professor of Economics at the Barney School of Business, University of Hartford, West Hartford, Connecticut, USA. He earned BA (Honours) in Mathematics and MS in Statistics from Andhra University, India, Masters and Ph.D. in Economics from State University of New York at Buffalo. His articles have appeared in journals such as *The Review of Economics and Statistics*, *Applied Economics* and *Review of Quantitative Finance and Accounting*. He has recently published a text book with two of his colleagues, *Introduction to Quantitative Methods in Business: Using Microsoft Office Excel*, 1st edition by John Wiley & Sons, 2017. Based on the recommendation of the Faculty Committee, the University bestowed the prestigious Bent Award for Scholarship/Creativity to Dr. Kolluri at Commencement on May 16, 2004.

Dr. Kolluri has presented papers in many professional organizations including American Economic Association, Econometric Society Meetings and others. He was invited to deliver an address during the Inaugural session of the 2nd International Conference on India 2020, Vision for the Financial Sector, Delhi, March 10-11, 2014. The address is on the topic, "The Anatomy of the 2007-09 U.S. Great Recession, Policy Responses, and the impact on Emerging Markets", jointly written with Prof. Kamal. His current research activity deals with Interest Elasticity of Savings among US households, Stock Returns and Expected Inflation during the recent period of disinflation 2009-2017, across major global stock markets. At present, he is expanding his areas of teaching interests to Business Analytics.