

north carolina state university business analytics

north carolina state university business analytics is a field that has gained significant attention in recent years due to the increasing reliance on data-driven decision-making in business environments. As industries evolve, organizations seek professionals equipped with the skills to analyze complex data sets and derive actionable insights. North Carolina State University (NCSU) offers a comprehensive business analytics program designed to prepare students for success in this dynamic field. This article will explore the various aspects of NCSU's business analytics program, including its curriculum, faculty expertise, career opportunities, and the unique advantages of studying at this esteemed institution.

Following this introduction, the article will provide a structured overview of the main topics covered:

- Program Overview
- Curriculum Details
- Faculty and Resources
- Career Opportunities
- Student Experience
- Conclusion

Program Overview

North Carolina State University's business analytics program is part of the Poole College of Management, which is recognized for its innovative approach to education and research. The program aims to equip students with the necessary skills to analyze data effectively and make strategic business decisions. It combines theoretical knowledge with practical applications, ensuring that graduates are well-prepared for the complexities of the modern business landscape.

The program is designed for individuals seeking to enhance their analytical skills and is suitable for both recent graduates and working professionals. It offers a Master of Management Analytics (MMA) degree, which focuses on various aspects of business analytics, including data management, predictive analytics, and data visualization. This degree is particularly beneficial for those aiming to advance their careers in analytics, consulting, or data-driven management roles.

Curriculum Details

The curriculum of the North Carolina State University business analytics program is robust and

comprehensive, covering essential topics that are crucial for any aspiring business analyst. The program consists of core courses and elective options, allowing students to tailor their education to their career goals.

Core Courses

The core curriculum typically includes the following subjects:

- Introduction to Data Analytics
- Data Mining Techniques
- Predictive Analytics
- Business Intelligence
- Statistical Methods for Business

These core courses provide foundational knowledge in data analysis, statistical modeling, and business strategy, enabling students to utilize analytics in real-world applications.

Elective Courses

In addition to core courses, students can select from various electives that allow them to specialize in areas of interest, such as:

- Machine Learning and AI in Business
- Big Data Technologies
- Financial Analytics
- Operations Analytics

These electives offer advanced insights into specific areas of business analytics, enhancing students' expertise and marketability.

Faculty and Resources

The NCSU business analytics program boasts a distinguished faculty with extensive experience in academia and industry. Faculty members are not only educators but also researchers who contribute to the field of analytics through published studies and consulting projects. This connection to current industry practices enriches the learning experience, providing students with insights into emerging

trends and technologies.

Research Opportunities

Students have the opportunity to engage in research projects under the supervision of faculty members. These projects often address real-world business problems, allowing students to apply their analytical skills in practical settings. Furthermore, NCSU provides access to various resources, including state-of-the-art laboratories, software tools, and datasets, which are integral to a comprehensive education in analytics.

Career Opportunities

A degree in business analytics from North Carolina State University opens a plethora of career opportunities across various sectors. Graduates are highly sought after in industries such as finance, healthcare, technology, and consulting, where data-driven decision-making is paramount.

Job Roles and Industry Demand

Some common job roles for graduates include:

- Business Analyst
- Data Scientist
- Analytics Consultant
- Market Research Analyst
- Operations Analyst

The demand for professionals in business analytics is on the rise, and NCSU graduates are well-positioned to meet this demand. According to industry reports, organizations increasingly prioritize hiring individuals who can leverage analytics to drive strategic decisions and improve operational efficiency.

Student Experience

The student experience at North Carolina State University is enriched by a vibrant campus culture and numerous extracurricular opportunities. Students in the business analytics program benefit from networking events, workshops, and guest lectures featuring industry leaders.

Networking and Professional Development

NCSU emphasizes the importance of networking and professional development. Students can participate in career fairs, mentorship programs, and professional organizations related to analytics and business. These experiences not only enhance learning but also facilitate valuable connections that can lead to internship and job opportunities.

Additionally, the collaborative environment fosters teamwork and communication skills, which are essential in the analytics field. Group projects and case studies allow students to work together, simulating real-world business scenarios and preparing them for future collaborative work settings.

Conclusion

North Carolina State University's business analytics program offers a comprehensive education that combines theoretical knowledge with practical skills, preparing graduates for successful careers in a data-driven world. With a strong curriculum, experienced faculty, and abundant career opportunities, NCSU stands out as an excellent choice for those looking to advance their knowledge and skills in business analytics. As industries continue to evolve, the demand for qualified professionals in this field will only grow, making this program a valuable investment for aspiring analysts.

Q: What is the focus of the business analytics program at North Carolina State University?

A: The business analytics program at North Carolina State University focuses on equipping students with the skills to analyze complex data sets and make data-driven decisions in various business contexts. It covers essential topics such as data mining, predictive analytics, and business intelligence.

Q: What degrees are offered in the business analytics program?

A: North Carolina State University offers a Master of Management Analytics (MMA) degree as part of its business analytics program. This degree provides a comprehensive education in analytics, preparing students for careers in data analysis and business strategy.

Q: What career opportunities are available for graduates of the business analytics program?

A: Graduates of the business analytics program can pursue various career opportunities, including roles such as business analyst, data scientist, analytics consultant, market research analyst, and operations analyst across multiple industries.

Q: How does the faculty contribute to the learning experience in the program?

A: The faculty at NCSU's business analytics program consists of experienced educators and researchers who bring current industry practices into the classroom. They provide valuable insights, mentor students, and supervise research projects that address real-world business challenges.

Q: Are there networking opportunities for students in the business analytics program?

A: Yes, students in the business analytics program at NCSU have access to numerous networking opportunities, including career fairs, mentorship programs, and industry guest lectures, which facilitate professional connections and development.

Q: What types of projects do students engage in during the program?

A: Students engage in various projects, including group case studies and research projects that often address real-world business problems, allowing them to apply their analytical skills in practical settings.

Q: How is the curriculum structured in the business analytics program?

A: The curriculum in the business analytics program consists of core courses covering foundational topics, as well as elective courses allowing students to specialize in areas such as machine learning, big data, and financial analytics.

Q: What resources are available to students in the business analytics program?

A: NCSU provides students with access to state-of-the-art laboratories, software tools, datasets, and research opportunities, all of which are integral to their education in business analytics.

Q: Is the business analytics program suitable for working professionals?

A: Yes, the business analytics program at NCSU is designed to accommodate both recent graduates and working professionals, making it an ideal choice for individuals looking to enhance their analytical skills while continuing their careers.

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north carolina state university business analytics: *Business Analytics* Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, 2020-03-10 Present the full range of analytics -- from descriptive and predictive to prescriptive analytics -- with Camm/Cochran/Fry/Ohlmann's market-leading BUSINESS ANALYTICS, 4E. Clear, step-by-step instructions teach students how to use Excel, Tableau, R and JMP Pro to solve more advanced analytics concepts. As instructor, you have the flexibility to choose your preferred software for teaching concepts. Extensive solutions to problems and cases save grading time, while providing students with critical practice. This edition covers topics beyond the traditional quantitative concepts, such as data visualization and data mining, which are increasingly important in today's analytical problem solving. In addition, MindTap and WebAssign customizable digital course solutions offer an interactive eBook, auto-graded exercises from the printed book, algorithmic practice problems with solutions and Exploring Analytics visualizations to strengthen students' understanding of course concepts.

north carolina state university business analytics: *A User's Guide to Business Analytics* Ayanendranath Basu, Srabashi Basu, 2016-08-19 *A User's Guide to Business Analytics* provides a comprehensive discussion of statistical methods useful to the business analyst. Methods are developed from a fairly basic level to accommodate readers who have limited training in the theory of statistics. A substantial number of case studies and numerical illustrations using the R-software package are provided for the benefit of motivated beginners who want to get a head start in analytics as well as for experts on the job who will benefit by using this text as a reference book. The book is comprised of 12 chapters. The first chapter focuses on business analytics, along with its emergence and application, and sets up a context for the whole book. The next three chapters introduce R and provide a comprehensive discussion on descriptive analytics, including numerical data summarization and visual analytics. Chapters five through seven discuss set theory, definitions and counting rules, probability, random variables, and probability distributions, with a number of business scenario examples. These chapters lay down the foundation for predictive analytics and model building. Chapter eight deals with statistical inference and discusses the most common testing procedures. Chapters nine through twelve deal entirely with predictive analytics. The chapter on regression is quite extensive, dealing with model development and model complexity

from a user's perspective. A short chapter on tree-based methods puts forth the main application areas succinctly. The chapter on data mining is a good introduction to the most common machine learning algorithms. The last chapter highlights the role of different time series models in analytics. In all the chapters, the authors showcase a number of examples and case studies and provide guidelines to users in the analytics field.

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take the five dimensions of Big Data- volume, variety, velocity, volatility, and veracity- and focus these dimensions towards one critical emphasis - value. The Encyclopedia of Business Analytics and Optimization confronts the challenges of information retrieval in the age of Big Data by exploring recent advances in the areas of knowledge management, data visualization, interdisciplinary communication, and others. Through its critical approach and practical application, this book will be a must-have reference for any professional, leader, analyst, or manager interested in making the most of the knowledge resources at their disposal.

north carolina state university business analytics: Advanced Business Analytics Saumitra N. Bhaduri, David Fogarty, 2016-07-12 The present book provides an enterprise-wide guide for anyone interested in pursuing analytic methods in order to compete effectively. It supplements more general texts on statistics and data mining by providing an introduction from leading practitioners in business analytics and real case studies of firms using advanced analytics to gain a competitive advantage in the marketplace. In the era of “big data” and competing analytics, this book provides practitioners applying business analytics with an overview of the quantitative strategies and techniques used to embed analysis results and advanced algorithms into business processes and create automated insight-driven decisions within the firm. Numerous studies have shown that firms that invest in analytics are more likely to win in the marketplace. Moreover, the Internet of Everything (IoT) for manufacturing and social-local-mobile (SOLOMO) for services have made the use of advanced business analytics even more important for firms. These case studies were all developed by real business analysts, who were assigned the task of solving a business problem using advanced analytics in a way that competitors were not. Readers learn how to develop business algorithms on a practical level, how to embed these within the company and how to take these all the way to implementation and validation.

north carolina state university business analytics: Learn Business Analytics in Six Steps Using SAS and R Subhashini Sharma Tripathi, 2016-12-19 Apply analytics to business problems using two very popular software tools, SAS and R. No matter your industry, this book will provide you with the knowledge and insights you and your business partners need to make better decisions faster. Learn Business Analytics in Six Steps Using SAS and R teaches you how to solve problems and execute projects through the DCOVA and I (Define, Collect, Organize, Visualize, Analyze, and Insights) process. You no longer need to choose between the two most popular software tools. This book puts the best of both worlds—SAS and R—at your fingertips to solve a myriad of problems, whether relating to data science, finance, web usage, product development, or any other business discipline. What You'll Learn Use the DCOVA and I process: Define, Collect, Organize, Visualize, Analyze and Insights. Harness both SAS and R, the star analytics technologies in the industry Use various tools to solve significant business challenges Understand how the tools relate to business analytics See seven case studies for hands-on practice Who This Book Is For This book is for all IT professionals, especially data analysts, as well as anyone who Likes to solve business problems and is good with logical thinking and numbers Wants to enter the analytics world and is looking for a structured book to reach that goal Is currently working on SAS , R, or any other analytics software and strives to use its full power

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significance testing and is a reliable, well-rounded reference for furthering their knowledge of predictive analytics in sports.

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Graduate Degree; Pathway IV: Adjusting to the Socialization of Graduate Education; and Pathway V: Preparing for Success Beyond Graduate Education. The book calls Black students' attention to some of the barriers they may encounter along the pathway to a graduate degree. The pathway to success can be linear or nonlinear since students travel different journeys and are at different vectors on the continuum. The primary audience for this book consists of Black prospective and current graduate students, graduate deans, admissions counselors, recruiters, and faculty advisors in both black and white higher education institutions. The secondary audience includes high school students, guidance counselors, and social and religious organizations. Furthermore, this book can serve as a handy resource for undergraduates who are interested in pursuing a graduate degree. **ENDORSEMENTS:** This book will be helpful not only for students seeking a meaningful experience in graduate and professional school, but perhaps more importantly, institutions that desire to create productive pathways for Black students to the advanced-degree workplace. The chapters unpack important lived experiences that should be carefully considered. — Jerlando F. L. Jackson, University of Wisconsin-Madison *The Black Student's Pathway to Graduate Study and Beyond: The Making of a Scholar* makes key contributions to the extant literature. By underscoring Black graduate students' engagements with Academe, the scholars provide nuanced perspective through an array of contextual lenses (e. g. admissions; race and gender; socialization; transition) that are endemic to higher education in general, and the Historically Black College and University (HBCU) setting in particular. Critical Race Theory is the theoretical framework that provides scaffolding upon which the volume's scholars theorize best practices, strategies, and solutions that are authentic representations of their experiences. The pathway is an appropriate metaphor for this book—the scholars have provided illumination; it is incumbent upon us to initiate the journey. — Fred A. Bonner II, Prairie View A&M University

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north carolina state university business analytics: *TRUST* Haroon Abbu, Paul Mugge, Gerhard Gudergan, 2021-01-28 Trust: The Winning Formula for Digital Leaders is intended to help you become a more successful digital leader—and maybe a better person (more about this at the end). We know you are thinking, I am not the CEO, or even the Chief Digital Officer, I just work in the ranks of my organization, so how can this book help me? Due to a set of existential threats, like the global pandemic, all businesses are frantically trying to remake themselves into being digital businesses. Digital transformation is taking the world by storm—and everyone in the organization is, or will be, touched by it. We first studied the phenomenon of digital transformation through an

extensive survey of global organizations. Called the Patterns of Digitization, the survey examined every aspect of how digital transformation is implemented. We looked at over 500 companies' business strategies, resource allocation, design practices, and looked at their "softer" side, like how the leaders actually communicate with employees. What we learned from this is—that no matter what type and size company you are, you fall into two different camps. Organizations are either Digitally Developing (the far majority), or they are Digitally Mature. Through this analysis, we learned something else very important—Digitally Mature organizations are managed differently. Their leaders align human & financial resources with the strategy, create a collaborative, and nimble development environment, promote open & transparent communication, and initiate other important activities. At the 2020 IEEE International Conference on Engineering, Technology and Innovation, we presented Digital Leadership: Character and Competency differentiates Digitally Mature Organizations Leaders. Through it we show how the character and competency of these leaders (the foundations of trust) help set them and their organizations apart. Our intention was not to laud Digitally Mature leaders, as it was to help lagging companies grasp what is truly involved in implementing a digital transformation and what they need to do to catch up. This has been our modus operandi from the beginning. But just exhorting digital leaders to show more character and demonstrate their competency with digital technologies, is still not enough. To really help them (read you) we needed to go deeper. The jewel of this book is its in-depth interviews with proven, successful digital leaders. And we didn't stop with just exploring their character and competency, we asked them how specifically they build trust through their intentions, integrity, capabilities and results. Of course, these are the "four core values" of Stephen M.R. Covey's Speed of Trust framework and the basis of the book's 20-question Interview Guide. Now, enjoy the book and see for yourselves how these leaders rely on these very humancentric actions—along with the trust and respect of their people—to lead very aggressive and very complex digital transformations. From the Inside Flap Endorsed by Stephen M.R. Covey, The New York Times and #1 Wall Street Journal bestselling author of The Speed of Trust: The One Thing that Changes Everything. Foreword by Gerald C. Kane, Author of The Technology Fallacy: How People are The Real Key to Digital Transformation Digital Leaders Included in the Book Authors take a deep dive into the actions of successful digital leaders. They built an extensive interview guide, based on Stephen M.R. Covey's now famous Speed of Trust model, and conducted 1:1 interviews with the following global digital leaders: Chuck Sykes (CEO, Sykes Enterprises), Andera Gadeib (CEO, Dialego), Larry Blue (CEO, Bell & Howell), Robert Kallenberg (Director of Strategy and Organization, Porsche AG), Brandon Batten (Owner & Operator, Flying Farmer LLC), Marc Schlichtner (Principal Key Expert, Product, Portfolio & Innovation Management, Siemens Healthineers), Seth Kaufman (President & CEO, Moët Hennessy North America), Deborah Leff (former Global Leader and Industry CTO of Data Science and AI, IBM), Krishna Cheriath (VP, Head of Digital, Data and Analytics, Zoetis Inc.), Dominik Schlicht (CEO, Talbot New Energy AG), Craig Melrose (Executive Vice President, Digital Transformation Solutions, PTC), Dagmar Wirtz (CEO, 3WIN), and Rahul C. Basole (Managing Director and Global Lead for Visual Data Science, Accenture AI). Visit patternsofdigitization.com

From the Back Cover The passion of these authors and their commitment to meaningful research is abundant in this compelling read. They have studied what separates digitally mature companies from the many companies that lag behind and conclude that the ability of their leaders to personally develop and enable trusting relationships is, indeed, the difference-maker. Using the Speed of Trust framework as a guide, the authors conducted direct interviews with digital leaders and show how their integrity, intent, capabilities, and results significantly impact performance across a broad range of transformation goals. The insights and lessons learned from these interviews will be invaluable to digital leaders. The pace of change in the digital world makes it easy to get caught up in the moving target of technology details--e.g. cloud computing, artificial intelligence, etc.--and lose sight of the ever more important, human-centric dimension of building trust. Stephen M.R. Covey The New York Times and #1 Wall Street Journal bestselling author of The Speed of Trust: The One Thing that Changes Everything The book is about (and for) digital leaders, the people in charge of

changing the course of their organizations. Authors bring it all together with interview chapters from thirteen digital leaders on how they build trust. Excerpt from the foreword to this book by Gerald Kane This book is a gem. The winning formula developed using interviews with digital leaders from a multitude of industries provides a practical guide to transform any company into a mature digital businesses. Robert Kallenberg, Head of Strategy, Porsche AG The authors have articulated the leadership challenge of the digital era--The ability to digitally transform businesses by cultivating trust. This is a must read for all aspiring digital leaders. Chuck Sykes, CEO, Sykes International Trust is the critical difference-maker in impactful leadership. The authors have clearly identified and elevated this philosophy. It's a great read not only for all business leaders but for every employee in your organization. Seth Kaufman, CEO, Moët Hennessy North America

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north carolina state university business analytics: Big Data, Big Analytics Michael Minelli, Michele Chambers, Ambiga Dhiraj, 2013-01-22 Unique prospective on the big data analytics phenomenon for both business and IT professionals The availability of Big Data, low-cost commodity hardware and new information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue and profitability. The Age of Big Data is here, and these are truly revolutionary times. This timely book looks at cutting-edge companies supporting an exciting new generation of business analytics. Learn more about the trends in big data and how they are impacting the business world (Risk, Marketing, Healthcare, Financial Services, etc.) Explains this new technology and how companies can use them effectively to gather the data that they need and glean critical insights Explores relevant topics such as data privacy, data visualization, unstructured data, crowd sourcing data scientists, cloud computing for big data, and much more.

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