BUSINESS ANALYTICS FOR
COMPETITIVE ADVANTAGE
Saturday, August 22 – Sunday, August 23, 2015
8:00 a.m. – 5:00 p.m. (16 hours)

Food Innovation Center
1207 NW Naito Pkwy • Suite 154
Portland, OR 97209
• Lunch provided
• Workshop fee: $2,283

To secure spots for your team, contact:
Melanie Mitchell
Assistant Director
541-737-9227
Melanie.Mitchell@oregonstate.edu

You may also register online at pace.oregonstate.edu/analytics
BUSINESS ANALYTICS FOR COMPETITIVE ADVANTAGE

To address the increasingly important role business analytics play in strategy and decision-making, this workshop is designed to enhance your organization’s analytic capacity. Well-executed analytics effectively balance the art of business intuition and the science of data analysis. Working with accomplished peers and expert faculty, you will explore this balance, learn to identify new business opportunities, and design data-driven decisions. You will also understand how analytics projects can impact business strategy and business processes. The big takeaway: Moving your organization’s analytics capacity to the next level.

Day 1
Saturday, August 22, 2015

Session 1 BUSINESS ANALYTICS FOR COMPETITIVE ADVANTAGE
- Overview of analytics and analytics projects
- Finding the synergy between business strategy and analytics

Session 2 HOW IT WORKS: DATA TO INFORMATION
- Managing and manipulating data
- Data governance in organizations

Day 2
Sunday, August 23, 2015

Session 3 HOW IT WORKS — INFORMATION TO KNOWLEDGE
- Exploring data for patterns, trends and differences
- Visualization and communication of patterns, trends and differences

Session 4 BUSINESS ANALYTICS — NO MORE BUSINESS AS USUAL
- Successful implementation of a business analytics project
- Cultural, operational, strategic and political implications
- Program conclusion and evaluation
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Featured Experts

BIN ZHU, Ph.D.
Bin Zhu is an Associate Professor of Business Information Systems in the College of Business at Oregon State University. She earned her Ph.D. in Management Information Systems from the University of Arizona. Her current research interests include business intelligence, information analysis and information visualization. Her teaching interests include web technology, business programming and data structure/algorithms.

BYRON MARSHALL, Ph.D.
Byron Marshall is an Associate Professor of Information Management and Accounting at Oregon State University, in the College of Business. His research interests emphasize the re-use of organizational data in informal node-link knowledge representations to support analysis tasks. Previous work includes applications in bioinformatics and business intelligence.

EVAN SMOUSE, Ph.D.
Evan Smouse is an Instructor at the College of Business at Oregon State University. He joined the College of Business faculty in the fall of 2012. He teaches undergraduate and MBA classes with a focus on innovation and entrepreneurship. Smouse’s career spans government, academia and high technology commercial businesses. His research interests include innovation and Big Data.

V. T. RAJA, Ph.D.
V.T. Raja is an Instructor of Business Information Systems at the College of Business at Oregon State University. His current research interests include the areas of virtual collaboration and legal aspects of cloud computing.
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BUSINESS ANALYTICS
TWO-DAY INTENSIVE WORKSHOP

Portland, Oregon
Saturday, August 22 & Sunday, August 23, 2015
8 a.m. – 5 p.m.

Offered by the College of Business and
Professional and Continuing Education
pace.oregonstate.edu/analytics