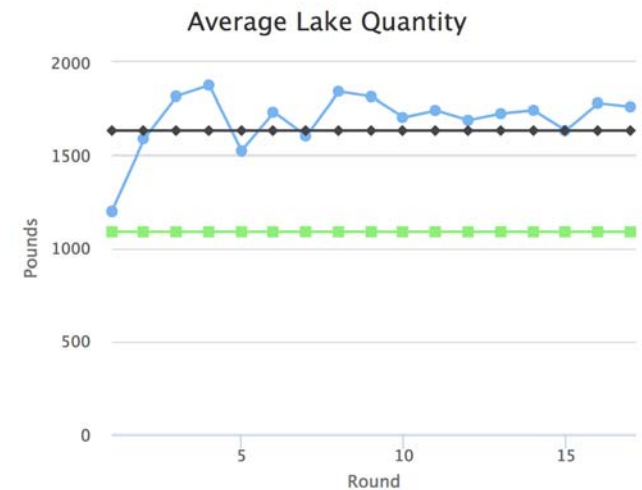
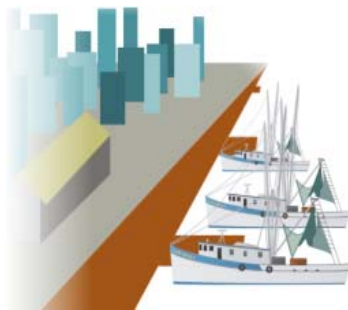


Food for Thought

Professor Avi Seidmann
Simon Business School
University of Rochester
Rochester, New York

WWW.TradewindBusiness.com

- Experiential Learning → **FREE**
- Model – Based Exploration
- Most Popular Games (Close to 100 schools user.):
 - **Two- Sided Platform Competition**
 - **Information Good Pricing**
 - **Fishing Game**
 - **Stock Trading**
 - **News Vendor**
 - **Beer Game**



IT Teaching

- **Data , PPT, Sharing Project (Roy)**
 - **More Info will come soon**

MBA Core Teaching

- An MBA Core class is typically about:
 - A basic skill set (acct, stat, communications...)
 - OR, a functional area (fin, mkt, econ...)

The MBA Core IS Class - Vijay Gurbaxani, Chair

- *Competing in the Digital Age*; Vijay Gurbaxani, University of California-Irvine
- *Core Redesign and Gephi*; Florin Niculescu, Georgia Tech
- *Core Redesign Update*; Gordon Burtch, University of Minnesota
- *Tap: Unlocking the Mobile Economy*; Ravi Bapna, University of Minnesota

Vijay Gurbaxani, University of California-Irvine

- Competing in the Digital Age
 - *Car2GO*
 - *Amazon Alexa*
 - *Peloton: Tech Co, or a Fitness Co*
 - *Disney: RE-Imagineering Itself as A Software Company*
 - → Prepare students to drive Digital Business Innovation
 - → Experience new tools \ technologies, first hand
 - → From Products to platforms (“Protect your Flanks, ‘Home Front’)
 - Upgrade your infrastructure
 - The digital imperative

Core Redesign and Gephi; Florin Niculescu, Georgia Tech

- **Digital Innovation, Transformation and Competition**
- Concepts, Tools and the Analytic
- Use only Open Source SW (12 Lectures, Mid Term, Final)
- Social Media: **Demo of GEPHI (VS Node Excel ?)**
- Where to start a Viral Campaign? Min Number of Tweets to cover all network
 - Connect LIVE Tweets with same Hash Tag
 - USA Power Grid and Data Lab
 - Network Math
 - The 3D Robotics Case , Makers book about **Mindstorm** DIY Drones (Open Source)
 - 3DR Business Model (Open source, Tech Startup strategy, Security))

Core Redesign Update; Gordon Burtch, University of Minnesota

- **Competing in a Data-Driven Digital Age**
 - Digital Strategy, some hands on (7 weeks, 14 lectures)
 - What is the cascading impact of driverless car?
 - Garages, car companies, car insurance, etc?
 - Platform Industry as a way to survive, New Business Models: Blockchain
 - Use **Yellowdig Chain** a social learning platform tool , **Slack**, **R Studio**, **JeopardyLabs**, **Voice over Powerpoint (VT)**,
 - Think about a Product Business that should become a Platform
 - **SWIRL (He develops/uses with R): still rough shape**
 - **XLMiner VS RapidMiner**
 - Teach **SQL in core?**
 - Module on **Cyber Security?**
- Value from IT comes from Analytics**
- * **How to make Tech decisions as managers today?**

Tap: Unlocking the Mobile Economy; Ravi Bapna, University of Minnesota

- How to use the Mobile Eco system to create value?
 - How to use all that?
 - In Executive education
- Situation, Complications, Questions?
 - **Think Butler NOT Stalker!**
 - **The key is to gain consumer trust**
 - **Privacy contradictions we see**
 - **➔ Geo Targeting , Geo fencing, Video: [Vimeo/44351185](https://vimeo.com/44351185) (Shoe Store)**
 - **Trajectory based targeting**
 - **Ask author for PPT Deck...**
 - **Start using iBeam**

Data Sharing by Ravi Bapna, University of Minnesota

- Use **Slack** and **GitHub**

=> Hope you will all contribute

Streaming, Sharing, Stealing: Big Data and the Future of Entertainment; Michael Smith, Carnegie Mellon University, and Brett Dananher, University of Chapman

- Using [the Streaming, Sharing, Stealing book](#) at the CORE IT Teaching
 1. Is Tech changing market power in the entertainment industry?
 2. Is tech (Big Data) changing the quality of entertainment?
 1. But, Same SIX studios dominate for 100 years so far3.
 3. Is there anything industry leaders can do to respond?
- Normal core, then look at the entertainment industry
- Framework by Framework, and illustrate at the entertainment industry
 - Why is 'House of Cards' all so different?
 - Impact on Higher Education
- Brett: The Four steps of Case on [Britannica Encyclopedia](#) case history
- Tech Leads to changes in the Framework – ENT' faces fives changes all at same time
- Final Project: Be a **Futurist Consultant** for the ENT' Industry – what should we worry about (VT / AR to live events future ?)

- **Every studio knew that Kevin Spacey has a lot of fans, bUT, but Netflix knew WHO these people are !**

Minicase Assignment; Soumya Sen, University of Minnesota

- Internet, Mobile, Web, Cloud, Security, Social Media
- Course is 100% online:
- Videos, Discussion board, Students' Presentations, MiniProject
- How Businesses change and evolve with time now
- **Write HTML files to create a Web Page**
 - **Recorded Skype calls from Experts (in a Green room)**
- **Now: Students get deeper how companies select and use technologies - following a guideline**
 - **The Opportunity, Challenges such as infrastructure, politics,, NEW or a borrowed idea, can others use that idea, Can US Market use these ideas also**
 - **→ Flipped Side Model, Crowdsourcethe content : TALA (Africa) , OLA (India)**
 - **Public Repository with over 50 Articles WE all can use !!!**

Using AWS and IBM Watson's NLP; German Retana, INCAE Business School

- Digital Transformation: Leadership//Tech Skills set
- HW Infrastructure focus here
- **HBR : You do NOT have to be a SW Company to Think like one**
- **IT Fear → Lab**
 - Open door to self-driven exploration
 - He has some Videos , they can install **Word Press** for Ecommerce selling themselves on his web site
 - * **AWS => Cloud Lab is scary. Go the **AWSmarketplace****
 - Cognitive computing , train it to do something : Connect with **Watson** based application with Watson Library – open source- **Blue Mix**
 - **Lab is a demonstration, not for their Evaluation**

Teaching Fintech and Big Data Financial Analytics; Eric Zheng, University of Texas at Dallas

- **Teaching FinTech in IS**

- “Article that JP Morgan SW does in seconds what tool lawyers 20,000 hours”, or “Big Four Accounting Firms get to AI”
- Talk by: David Yermack from NYU, talk in Chicago
- “Only quant (not FIN quant) is needed, I mean, fintech coding, python, etc..
- **NYU**: 2016 –Fintech major in MBA, **MIT Haas**, Angelist, Commonbond, WEefinnace,
- **-Seeking Smart Alpha**
- **Robo-advising, Alg Trading, HF Tading**
- **Big Data Fin Analytics**
- **M/C Learning and AI , Deep Learning**
- **Emerging Fintech topics**

Business Analytics Program Design Rajiv Dewan, University of Rochester

- The BA Program Design and Open Questions going forward:
 - The PULL Model: → **From Recruiters to Program Design**
 - **Recruiters Round Table in NYC : Tech, FIN, CPC, Consulting**
 - **Geometry Global – Brand Activation: Micro Targeting of AD**
 - → **TEACH ONLY tools that are used in Industry :**
 - Data Wrangling, Filtering, Integration
 - Data Exploration & Visualization
 - Predictive Modelling
 - Visualize Models, Predictions, Results
 - → **Cleaning and organizing data as a major task**
 - **Tableau – story <= R, SQL, Python**

Ram Chellappa, Emory University

- New MSBA Program: **Business Data Scientist**

- How and why?
- Before: Two people can not talk with each other
- Now: Business Leader, Tech Person, Data Person – can not talk with each other

Learn to ask Data Driven Questions

Joint BBA/MSBA degree (recruit from their BBA population) & Stand alone MSBA (34 to 45). Try to get more domestic inputs there, W/O buying/scholarship students to come

Strat with a booth camp, DB and Programming training, with basic SQL (scraping, parsing etc')

All courses are in R or Python.

Use for MBA/BA : (NodeXL), (RapidMiner)

Visualization (Tableau & R)

Teach “HR Analytics” , “Sports Analytics”

Hemant Bhargava, University of California-Davis

- Presenting Program Design
- Were pioneers in MSBA Program Design
- “Students who can Ask the Questions”
 - Interpret, Explain, Persuade
- A High Risk Design Effort

Sanjeev Dewan, University of California-Irvine

- Lost ground to Declining MBA Enrolment
 - Differentiation Context
 - Design:
 - Data
 - Analysis
 - Business Context (40%, MBA Electives Choice)
 - 50 Units, 30 Core and 20 elective: 'Majors are' :
 - Data Analytics
 - Marketing Analytics
 - Operations Analytics
 - Strat with "Stat for Data Science"
 - **Alteryx** for Predictive Modelling
 - Mix of High Level Tech Courses, and MSBA focused learning
 - Capstone Project (Winter Spring)
 - **Hive? VS Hadoop, Spark...**
 - * **Who should run that Program? (Shared / Dedicated Staff ?)**
- Recruiting More Domestic Students to Apply?**

Business Analytics Courses, Components, and Tools - Sanjeev Dewan, Chair *Teaching Big Data Analytics*; De Liu, University of Minnesota

- Size of Data
- New Tools/Capabilities
- Big Opportunities
- New Philosophy of data handling
- HEALTH DATA AS A CASE IN POINT
- * Health Info is mostly unstructured, Need for Streaming Analytics
- **Teach Hadoop, Cloud Computing, then Spark with pySpark and Scala (and Hive)**
- **Java-Based MapReduce, Students Get \$75 AWS Educational grant, Azure Google cloud**
- **Executive Education: “Leading Business Analytics” at a Higher Level**
- Projects Sample:
 - Use cluster computing to find Pt data
 - Analyzing bitcoin blockchain data to detect illicit transactions info
 - ➔ Lectures/Labs/Assignments : Hwk Follows the Lab (+ Short Video)
 - Scalability, Design for Speed/Performance

Teaching Predictive Analytics and Unsupervised Learning; Rajib Saha, Indian School of Business

- Components:
- Course Project Framework
- Project (Peer) Evaluation
- Off Line **Videos R, Tableau, XLMiner, and Tableau**
 - Supervised Learning: Explaining VS Prediction
 - (The Model Evaluation Metric depends on the Application..)
 - Unsupervised Learning
 - **K Mean, PCA, and SVD, Recommender System, to Network Analytic**
 - **Discuss 'explaining' vs 'Prediction'**

Project: Ideation to Delivery: Strat with Framing Questions of general nature

Use Data from the Future to Predict the Future

Off Line Video Content? Use Videos as a reference

➔ TEXT: By Prof' Galit Schmueli

Mall of America Case and Projects; Ravi Bapna, University of Minnesota

- Getting Business value from data all over
- **Carlson Analytics Lab** – for **Experiential Learning**
- **Companies pay \$20K to \$25K per project, based on Mckinsey**
- **Format: Situation/Complication/Key Question/ End Use/Data**
- **Have a Project Framework // Which Ravi can share**

New Case: Stores Are Closing at a Fast Rate, [How to Fight Back ?](#)

→ 42 Million Visitors / year, and Mall must be be at the Edge of CX

→ Customers want a Free WiFi anywhere... → How to USE that data now?

[Instructor Resources \(Narrative, R Code, Data set..\)](#)

Radiant, an R package for visualization and analysis;
Terry August, University California-San Diego

- Research for Marketing Decisions
- Brought into the MBA Core , using **Shiny**
- **FREE** and at **Github**
- **Diamond Prices** as a default
- It runs locally on R Studio
- Uses all R libraries universe
- Simulations Applications for OM
- **Many Tutorial Videos**

Action Plan

- Never, Ever Cut Corners while teaching...
- Teach Well, and They will Come!!!!
- We are all in **IT** together

THANK You All for coming over
Safe Travel Back Home

IS Core Teaching Questions to Talk About

- What new cases, experiential learning, and topics have you added recently?
- What tools should we teach in the core (**Excel, Access, SQL, Tableau, Plotly, Google Analytics, R, VBA**)?
 - Are they to be done in class, or lab. or online tutorials, or in some other way?
- What is the role of “business analytics” in the IS core class?

Business Analytics Teaching I

- **Who owns analytics in the business school (marketing, IT, management science, operations, statistics)?**
- **How to differentiate between business analytics and ‘data science’ (computer science)?**
- **MSBA vs MBA Business Analytics: What to share and how to differentiate?**
- **What topics are essential and what are nice to have**
 - (Core BA vs. Elective BA)?

Business Analytics Teaching II

- How to teach students to deal with unstructured data?
 - Images, Text, Audio, Video?
- Using 3rd party AI machinery? **Watson, Microsoft Azure, Google AI, anything else?**
- How to teach Big Data with small laptops (**Hadoop, Julia, Spark, AWS?**)
- What are the expected career paths for MS students and MBAs (asking questions or answering questions)?

Analytics **Machinery** Teaching III

- **Business case studies on data mining?**
- **Programming Languages **R** vs **Python** vs Others**
 - **How far to push it?**
- **Datasets and Textbooks, anything beyond **Kaggle**?**

Other Analytics Teaching Issues IV

- **What are the business applications of social media analytics beyond marketing?**
- **What are the **hot topics** of business analytics today? Where is the cutting edge?**
- **What should we ADD now to our teaching?**

