A I M : Analytics & Information Management
MBA Concentration

Management Science and Information Systems

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Overview

Analytics: The New Path to Value

- Analytics: The smartest organizations are embedding analytics to transform insights into action
- Organizations that use analytics outperform those who are just beginning to adopt analytics

AIM at Rutgers Business School

- The Analytics and Information Management MBA Concentration at Rutgers provides skills to prepare you.
- MBA Core Curriculum
- AIM courses in optimization, internet security, data mining, enterprise resource planning, accounting systems, database systems and software engineering.
- Hands-on instruction with state-of-the-art software.
AIM Curriculum

- Students must take at least 15 credits beyond the MBA core, foundation, and integrative courses.

- Required courses:
  - Data Analysis & Decision Making (22:960:575) *part of the MBA foundation.*

- **Area 1: Information Technology**
  Take 3 courses from Area 1 and 1 course from Area 2.

- **Area 2: Predictive Analytics**
  Take 3 courses from Area 2 and 1 course from Area 1.
AIM 1: Information Technology

- 22:010:609 Advanced Design and Development of Information Systems
- 16:198:513 Designs/Analysis of Data Structure and Algorithms
- 26:198:643 Information Security
- 22:835:504 Information Technology in the Digital Era
- 16:198:563 Machine Learning
- 22:839:615 Object Oriented Programming II
- 22:799:659 Supply Chain Solutions with ERP/SAP I
- 22:799:660 Supply Chain Solutions with ERP/SAP II

Take 3 courses from Area 1 and 1 course from Area 2.
AIM 2: Predictive Analytics

- 22:960:641 Analytics for Business Intelligence
- 22:960:xxx Business Forecasting
- 22:960:646 Data Analysis & Visualization
- 22:711:xxx Decision Analysis
- 22:710:xxx Dynamic Pricing and Revenue Management
- 26:960:576 Financial Time Series
- 16:960:588 Data Mining for Finance
- 16:960:586 Interpretation of Data
- 16:960:576 Survey Sampling
- 16:540:580 Quality Management

Take 3 courses from Area 2 and 1 course from Area 1.
Career Path of Business Analytics

- Manager of Business Process Analysis
- Manager of Information System Analysis
- Health Care Revenue Cycle Consultant
- Investment Banking Associate
- Risk Management
- General Management
- Health Care Industry
- Health Care Consultant
- Human and Organizational Performance
- Operations Business Analyst
- Project Manager
More Information:

- **IBM** Analytics: The new path to Value.
- **IBM** Why IBM for big data analytics.
- **INFORMS** The Analytics - magazine.
- **YouTube** Business Analytics Channel.
- **Recent article** 2012: The Year Analytics Means Business
- **McKinsey:** New Ways to Exploit Raw Data May Bring Surge of Innovation.
- **MIT Sloan:** Big Data, Analytics and the Path From Insights to Value.

- **The MSIS Department.**
### The MSIS Department - Research Areas

#### Applied Probability

#### Applied Statistics
- Adaptive Methods, Bayesian Methods, Integer Programming Applications To Test Construction, Multivariate Time Series, Optimal Experimental Design.

#### Mathematical Programming and Combinatorial Optimization

#### Information Systems
- Data and Knowledge Engineering, Security, Data Mining, Information Management.