

THE MILGARD SCHOOL OF BUSINESS

CENTER FOR BUSINESS ANALYTICS

FROM THE UNIVERSITY OF WASHINGTON TACOMA



INSPIRING INNOVATION THROUGH THE STRATEGIC USE OF DATA, ANALYTICS, DESIGN AND SERVICE THINKING.

IN TODAY'S RAPIDLY CHANGING BUSINESS WORLD, THE STRATEGIC USE OF "BIG DATA" HAS BECOME INCREASINGLY IMPORTANT TO DRIVE DECISION-MAKING AT VARIOUS LEVELS THROUGHOUT AN ORGANIZATION. The Center for Business Analytics (CBA) at the Milgard School of Business serves as a catalyst for research, education and innovation in the use of



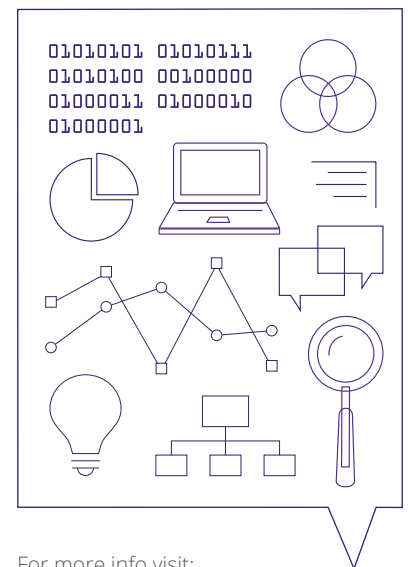
"analytics," "big data," and "smart machines" for actionable insights and business decision-making.

The CBA is developing multiple programs that will inspire innovation through the strategic use of data, analytics, design and service thinking by providing opportunities for growth

among those with diverse educational backgrounds and professional experiences. The CBA has two primary goals:

- Increase impact and awareness through applied research, education and service
- Drive engagement at the intersection of business and academics

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For more info visit:

tacoma.uw.edu/CBA

" DISCOVERY CONSISTS OF SEEING WHAT EVERYBODY HAS SEEN AND THINKING WHAT NOBODY HAS THOUGHT."

– Albert von Szent-Gyorgyi
1937 Nobel Prize for Medicine



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UNIVERSITY of WASHINGTON | TACOMA

Milgard School of Business



CO-CREATE VALUE WITH BUSINESS & COMMUNITY

STUDENTS-AS-ADAPTIVE-INNOVATORS / Under the direction of Milgard faculty advisors, teams of students use strategic thinking, operational excellence, complex problem-solving, creativity and teamwork skills to tackle an organization's challenges and co-create value-added services. These students are not interns helping with day-to-day administrative tasks; they are project-focused professionals guided by faculty advisors and with periodic assistance from industry partners.

tacoma.uw.edu/cba/students-as-innovators

STUDENT INTERNS / Engage graduate-level Business Analytics students individually to intern on analytics-related projects for an academic quarter under the direction of Milgard faculty advisors. The Milgard School of Business is committed to building and maintaining meaningful relationships with our local business community.



ANALYTICS ACADEMY

The CBA serves as a catalyst and provides access to knowledge related to the use of analytics, big data and digital transformation for students.

tacoma.uw.edu/center-business-analytics/student-education

GRADUATE EDUCATION / Milgard's Master of Science in Business Analytics (MSBA) program prepares students to succeed in the data-driven digital era. This interdisciplinary, 12-month, 40-credit, work-compatible, STEM-classified program is designed for professionals and college students who want to sharpen their skillset in the areas of data analysis, strategic thinking and project management.

UNDERGRADUATE EDUCATION / Currently we are spearheading development and delivery of courses and programs in:

- Business Analytics Social Media Analytics Digital Analytics

EXECUTIVE AND PROFESSIONAL DEVELOPMENT

Sample open enrollment program topics are:

- How to succeed in the data-driven digital era
How to use smart machines (data, analytics, cognitive computing & digital) to transform, innovate and co-create business value
How to make effective and efficient business decisions that solve existing problems or cultivate new opportunities

PARTNER SPECIFIC PROGRAMS / The CBA brings award-winning faculty members, industry-leading research, and the vast resources of the Milgard School of Business to your fingertips. This results in a transformational learning experience, both meaningful and actionable, to give your company a rigorous and measurable education experience with innovative tools, new frameworks and powerful ideas.

tacoma.uw.edu/center-business-analytics/executive-professional-development



FACULTY/RESEARCHERS

The community partners with CBA faculty and researchers to solve problems by conducting cutting-edge research, developing short courses for working professionals and new graduates from all sectors interested in business analytics, service transformation, and technology innovation.

tacoma.uw.edu/milgard/cba/faculty-researchers



INNOVATION AND ANALYTICS CONSORTIUM

The Milgard School of Business is poised to serve as a catalyst for the next generation economy.

With the CBA Advisory Board, the Innovation and Analytics Consortium represents a range of industry sectors who bring diverse business interests and problems to advance the science of data, analytics, design and innovation.

PLEASE CONTACT US TO CO-CREATE VALUE:

Professor Haluk Demirkan
Director,
Center for Business Analytics
haluk@uw.edu

Jaime Core
Manager of Operations & Programs,
Center for Business Analytics
mcba@uw.edu

MILGARD SCHOOL OF BUSINESS

Center for Business Analytics
1900 Commerce Street
Tacoma, WA 98402
Phone: 253.692.5988
Fax: 253.692.4523
Tacoma.uw.edu/msba
mcba@uw.edu