



Introducing the Center for Business Analytics

The Center for Business Analytics will bring an interdisciplinary approach to the harnessing of the big-data revolution.

“Big Data” is changing everything. The Center for Business Analytics represents a bold move by the Milgard School of Business to help organizations and their leaders understand the sweeping changes in business strategy and operations wrought by the analytics revolution. The center is made possible by [generous support from Gary E. and James A. Milgard\[2\]](#).

The availability of data in unprecedented volume, variety and velocity gives insight into previously unimaginable business problems and opportunities. The center’s internationally ranked faculty works with business and community partners to identify those opportunities and harness new techniques and methods necessary to run smarter and more efficiently. The center leverages the expertise of the Milgard School’s faculty and students in accounting, business analytics and operations, economics, finance, management and marketing.

The center will support the expansion of the business analytics curriculum in the Milgard School, and will also provide non-degree executive and professional development programs. Milgard faculty will partner with the center on cutting-edge research with the goal of addressing regional business needs. The center will serve as a catalyst, connecting businesses to teams of faculty-supervised graduate students to solve business problems or identify new opportunities.



Dr. Haluk Demirkan, an internationally-ranked scholar, is the director of the Milgard School's Center for Business Analytics.

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