

COTSAKOS COLLEGE OF BUSINESS

WILLIAM PATERSON
UNIVERSITY

Explore the High-Demand Field of Business Analytics with our **Applied Business Analytics Workshop and Webinar Series**

Sponsored by the Cotsakos College of Business and the MS in Applied Business Analytics Program

April 21 and April 23 • 12:30-1:30 p.m.

Admission is free • Register at www.wpunj.edu/ccob/webinars/

About

If the COVID-19 crisis has proven anything, it's that data matters. In fact, data matters so much so that businesses are currently experiencing a different crisis: a severe lack of business analysts. Demand for professionals in the area of business analytics has grown exponentially. In this two-part workshop and webinar series, you will learn about the current industry trends, roles, salaries, and responsibilities within the business analytics field. In addition, we will cover a few hands-on examples of how business analytics can be leveraged to turn data into insight. All material is provided free of charge to all those who register.

Host

Myles D. Garvey, Ph.D, Assistant Professor of Management Analytics, William Paterson University. Additional information about Dr. Garvey can be found at his personal website mylesgarvey.com

Topics Covered

- What is Business Analytics?
- Current State of the Business Analytics Industry
- Job Roles, Responsibilities, and Salaries
- Required Skills
- Tools of the Trade
- Applications of Business Analytics
- Quick Overview of R
- Descriptive Analytics and Visualization Workshop
- Machine Learning and Simulation Workshop
- Prescriptive Analytics Workshop

William Paterson University's MS in Applied Business Analytics in our AACSB-accredited Cotsakos College of Business can help you emerge as a leader in this rapidly expanding field!

Learn more at wpunj.edu/graduate-business