

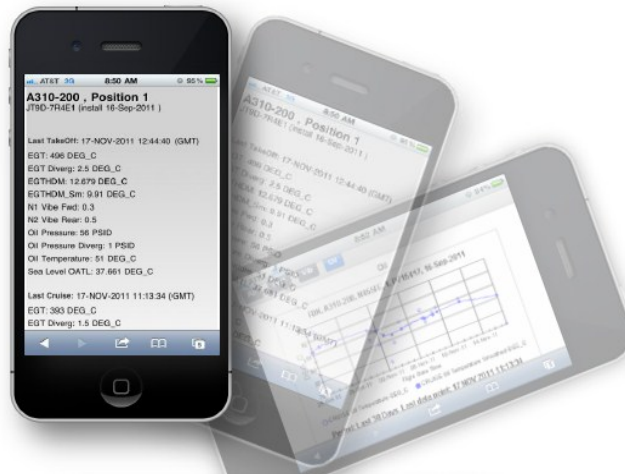
# Business Intelligence

University of Cincinnati Carl H. Lindner College of Business & LÚCRUM, Inc.

## Symposium

## The New World of Technology

### *Innovative Analytics*



***December 13, 2011***

*University of Cincinnati  
Carl H. Lindner College of Business*





#### **ABOUT THIS EVENT**

The University of Cincinnati Carl H. Lindner College of Business and LUCRUM, Inc., have partnered to host quarterly Business Intelligence Symposiums to educate and discuss best practices and lessons learned and provide a platform for networking with business executives and IT professionals. For more information, visit [www.lucruminc.com](http://www.lucruminc.com).

#### **GRADUATE COURSE SERIES IN DATA ANALYTICS**

The University of Cincinnati Carl H. Lindner College of Business is pleased to offer a series of graduate-level courses in Data Analytics. Data Analytics is now driving decision-making throughout the world of business and will be one of the highest IT priorities in leading companies for many years to come. Enclosed is more information about the courses.

The series of courses prepares students to lead Data Analytics initiatives in their businesses by providing a broad and deep understanding of the fundamentals of Data Analytics. In designing the course series, UC has partnered with LUCRUM, Inc., a leading Data Analytics consulting firm and industry thought leader based in Cincinnati.

#### **LUCRUM, Inc.**

LUCRUM is a Business Intelligence and Analytics consulting firm headquartered in Cincinnati, OH. with business & technology professionals. For almost 20 years, LUCRUM has developed over 100 projects leveraging data and analytics. For more information, visit [www.lucruminc.com](http://www.lucruminc.com).

#### **PHOTOGRAPHY**

LUCRUM reserves the right to use photographs of any event attendee for future promotions. Videotaping and/or photography are not allowed without prior written approval.

#### **FREE PARKING**

You will need the ticket received when entering the garage, along with a **parking voucher** received at registration to exit the garage.



# The New World of Technology

## *Innovative Analytics*

Technology makes large amounts of data more accessible than ever; yet this data would be useless without the ability to manipulate and analyze it. Analytics enables deeper insight into various data sources by transforming that data into meaningful information. For IT, innovative analytics is a platform for delivering information to the business. For business users, it means analyzing that information to make critical, timely, and informed business decisions.

### Event Details

**Location:**

University of Cincinnati  
Carl H. Lindner  
College of Business  
112 Lindner Hall  
Cincinnati, Ohio 45211

**Date:**

December 13, 2011

**Time:**

7:30 a.m. – 1:00 p.m.

**Cost:**

**\$49 per person**

(Incl. Breakfast, Lunch & Parking)

*“Fantastic insight into analytics strategy leaders. Thank you for sharing. I took away some excellent thought provokers.”*

*“I was very pleased—felt it was well worth the nominal cost and then some.”*

*“Another great symposium, very helpful for professional development, keep up the good work.”*

*“Great learning about how companies are running and what they are doing to improve.”*



# Business Intelligence Symposium

University of Cincinnati Carl H. Lindner College of Business & LUCRUM, Inc.

## SCHEDULE

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- 7:30am - 8:00am **Registration & Continental Breakfast**
- 8:00am – 8:15am **Welcome & Introductions**
- 8:15am – 9:15am **“Innovating with Analytics”** - For thousands of years, inventors have embedded five simple patterns into their inventions, usually without knowing it. These patterns are the "DNA" of products that can be extracted and applied to any product or service to create new-to-the-world innovations. Drew Boyd shares how to use this effective, repeatable, and trainable innovation process for organic growth.
- Drew Boyd**  
Executive Director, MS-Marketing Program and Assistant Professor of Marketing and Innovation, Carl H. Lindner College of Business, University of Cincinnati
- 9:15am – 9:45am **Break & Networking**
- 9:45am – 10:45am **“Delighting our Customers with Information Analytics”** - GE has a long track record of successfully building digital cockpits and managing the business via the use of business intelligence and analytics. This presentation will show GE’s innovation in these areas using real-business case examples.
- Ginny Walker**  
Chief Enterprise Architect, GE Aviation IT
- 10:45am – 11:45am **“Consumer Analytics: Improving Service”** - As a leader in relationship management, Convergys provides solutions that drive more value from the relationships that their clients have with their customers. In this presentation, Convergys will discuss how their journey of using real time analytics is improving service.
- Mike Cholak**  
Vice President, Customer Experience Applied Analytics, Convergys Corporation
- 11:45am – 1:00pm **Lunch & Speaker Panel Discussion**



# Business Intelligence

University of Cincinnati Carl H. Lindner College of Business & LUCRUM, Inc.

## Symposium

### **Drew Boyd, Executive Director, MS-Marketing Program & Assistant Professor of Marketing & Innovation, Carl H. Lindner College of Business, University of Cincinnati**

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Drew Boyd is a recognized authority, thought leader, educator, and practitioner in the fields of innovation, persuasion, and social media. He is the Executive Director of the Master of Science in Marketing Program and Assistant Professor of Marketing and Innovation at the University of Cincinnati.

### **Virginia Walker, Chief Enterprise Architect, GE Aviation IT**

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Virginia (Ginny) Walker is currently GE Aviation's Chief Enterprise Architect, reporting to the CIO. She grew up in Michigan, obtained her undergraduate degree in Systems Analysis at Miami University, an MBA from Xavier (Ohio), and has worked 25 years for GE in Aviation, Corporate and Energy. She has held a diverse span of Information Technology roles...from application development, to data warehouse and data management, to strategic planning, outsourcing, data center management, and ERP implementations.

### **Michael Cholak, Vice President, Customer Experience Applied Analytics, Convergys Corporation**

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Michael (Mike) Cholak is Vice President of Customer Experience Applied Analytics for Convergys Corporation, a global leader in relationship management. Mike has responsibility within the Customer Management (CM) line of business for analytic services including consulting, marketing research and advanced statistics. He reports to Helena Lawson, senior vice president of CM specialty operations. Prior to joining Convergys, Mike worked as a marketing research analyst at Market Facts where he supported several Fortune 500 accounts. Mike holds a bachelor's degree (cum laude) in business from Miami University and graduated with honors with his master's degree in business administration in marketing from the University of Cincinnati.

### **Jeffrey A. Shaffer, Vice President of Information Technology & Analytics, Unifund**

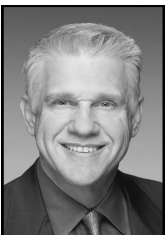
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Jeffrey A. Shaffer, Vice President of Information Technology and Analytics, Unifund. Jeff joined Unifund in 1996 and has been instrumental in the creation and development of the complex systems, analytics and business intelligence platform. Jeff holds a BM and MM degree from the University of Cincinnati and an MBA from Xavier University where he was the winner of the 2006 Graduate Scholar Research Project. Jeff has attended the Harvard Business School's Executive Education Program, is a Certified Manager of Quality and Organizational Excellence through the American Society for Quality, a Certified Project Management Professional through the Project Management Institute and has completed Sig Sigma Green Belt and Black Belt training with the Xavier Consulting Group. He will be teaching data visualization at the University of Cincinnati in the graduate course series in data analytics.

### **John Wagner, Human Behavioral Specialist, Wagner Seriously Funny**

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A well-developed sense of humor is essential for success in our high stress world. John is a motivational humorist who has helped thousands across the country laugh while learning to close their gaps and reach their goals. John has real world experience as "the gap closer" using the management and therapeutic value of humor as a licensed clinical counselor, college faculty member, and former college Dean. John Wagner is Seriously Funny!

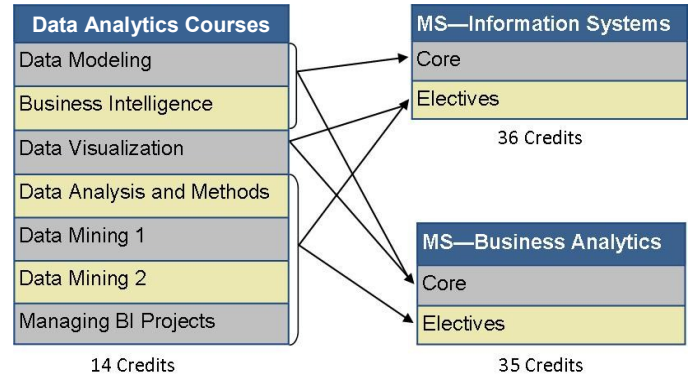
## Graduate Course Series in Data Analytics

The University of Cincinnati Carl H. Lindner College of Business is pleased to offer a series of graduate-level courses in Data Analytics. Data Analytics is now driving decision-making throughout the world of business and will be one of the highest IT priorities in leading companies for many years to come.

The series of courses prepares students to lead Data Analytics initiatives in their businesses by providing a broad and deep understanding of the fundamentals of Data Analytics. In designing the course series, UC has partnered with LÛCRUM, Inc., a leading Data Analytics consulting firm and industry thought leader based in Cincinnati.

UC plans to offer a total of 14 credit hours in the course series, all of which count towards the Master of Science (MS) - Business Analytics and the MS - Information Systems degrees. Additionally, all of the classes are offered in the evening hours for the convenience of business professionals. UC will begin offering these courses in the Winter Quarter of the 2011/2012 school year.

## Data Analytics Courses to Masters Mapping



## Data Analytics Course Descriptions

### Data Modeling (2 credit hours)

This course provides in-depth coverage of the principles of data modeling. Starting at the highest level of abstraction, the data requirements culled out from user requirements specifications are rendered as a conceptual data model using the entity-relationship modeling grammar.

### Business Intelligence (2 credit hours)

This course covers data warehousing, dimensional modeling, and on-line analytic processing (OLAP). Students will learn the various architectural models for Data Warehouses and the tradeoffs among them. The course will also cover principles of dimensional modeling, star schemas, the role of time in data warehouses, and ETL processes.

### **Data Visualization**

(2 credit hours)

This course provides an introduction as well as hands-on experience in data visualization. It introduces students to design principles for creating meaningful displays of quantitative and qualitative data to facilitate managerial decision making.

### **Data Analysis Methods**

(2 credit hours)

This course covers: Fitting and drawing inferences from simple and multiple linear regression models; Variable selection procedures; Residual diagnostics; Cross validation; Logistic regression for binary response; Introduction to SAS and R for Linear and Logistic regression and change management, and maintenance/retirement.

### **Data Mining 1**

(2 credit hours)

Topics include: Data Processing, Variable Selection for linear regression and generalized linear regression, Out-of-sample Cross Validation, Generalized Additive models, nonparametric smoothing methods, Classification and Regression Tree, Neural Networks, and Monte Carlo Simulations.

### **Data Mining 2**

(2 credit hours)

Topics include: Missing Data Imputation, Bootstrapping, Boosting and Multiple Additive Regression Trees, Bayesian Trees, Support Vector Machine, Discriminate Analysis, Cluster Analysis, Factor analysis, and Principle Component Analysis.

### **Managing Business Intelligence Projects**

(2 credit hours)

This course will introduce students to the major challenges (and solutions) at each stage in the life cycle of Business Intelligence Projects, including cost-benefit analysis, electing user requirements, design and development, implementation.

## **Registration FAQs**

Q: When can I register for the Winter Quarter courses?

A: Registration for the Winter Quarter begins November 14, 2011.

Q: What courses will be offered in the Winter and Spring Quarters?

A: A Special Topics course in Data Visualization and a Special Topics course in Managing Business Intelligence Projects will be offered in both the Winter and Spring Quarters.

Q: Who teaches the courses?

A: Professors from UC's College of Business in conjunction with LÛCRUM adjunct professors, combining graduate level teaching with real-world experience.

Q: How do I apply?

A: Go to <http://business.uc.edu/programs/graduate/mba/admission/non-matriculated-applicants.html>, complete the application for non-matriculated students and return it to the Graduate Programs Office.

Q: How much do the courses cost?

A: For the Winter and Spring Quarters of the 2011/2012 school year, the cost is \$562.00 per credit hour.

Q: Where will the courses be offered?

A: UC's Uptown Campus (Clifton).









# LÛCRUM

Business Intelligence

LÛCRUM combines deep business knowledge and strong technology expertise to drive your company's future growth, by Making Data Meaningful.

*"Information is not knowledge."*

Albert Einstein

*making data meaningful*