

# SAS® Global Academic Program

Supporting teaching, learning and research in higher education



## Advanced Business Analytics

3<sup>rd</sup> Annual Workshop for Professors

July 9-13, 2012

Academic Teaching Materials  
Available at No Cost

[www.sas.com/teach](http://www.sas.com/teach)



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POWER  
TO KNOW.

**“Most companies** today have **plenty of data**. Conversely, **creating intelligence** and **gleaning real insight** from this data is what **continues to elude organizations**. Despite **years of talk** about scorecards and metrics, **gut feelings** and experience **are often still** the guides for **making important**, sometimes critical **decisions**, even though **current research** reveals a **clear link** between **business performance** and the **use of business analytics** to drive fact-based decision making.

The **tide is changing**, as a **recent survey** by global management consultancy **Accenture** **reveals** that despite the financial slowdown, some **two-thirds of executives** working at large US companies say they **need to improve** their **analytical capabilities**, and about **half admit** they **need to add** IT capabilities and **personnel** to support **business analytics**.”

From *Competing on Analytics: The New Science of Winning* by Thomas H. Davenport and Jeanne G. Harris

## About the Course – Advanced Business Analytics

The Advanced Business Analytics (ABA) course is an academic course designed to be taught on the graduate level in a 15-week semester consisting of three hours of lecture per week plus a weekly lab. The course features corporate case studies and hands-on exercises to demonstrate the concepts presented. The ABA course makes use of software offered at no cost through the SAS OnDemand for Academics cloud-based software access. The materials used in the course include chapter-by-chapter PowerPoint slides, instructor’s notes and data sets offered at no cost to professors.

### Topics Covered:

- Overview of business analytics.
- Data manipulation.
- Predictive modeling using decision trees and regression.
- Clustering and segmentation.
- Design of experiments.
- Time series analysis and forecasting.
- Statistical and graphical reporting.

**Advanced Business Analytics academic teaching materials are available at no cost.**  
Send inquiries to [academic@sas.com](mailto:academic@sas.com).

# Advanced Business Analytics Workshop for Professors

July 9-13, 2012

In its third year, this workshop introduces professors to the concepts, resources and software needed to teach the semester-long Advanced Business Analytics academic course.

## Student Audience:

Graduate students in business schools.

## Objective:

As the market demand for professionals with data management, analytical and problem-solving skills increases, SAS seeks to provide graduates with an analytical toolset that enables them to address modern data-intensive business problems.

## Software:

SAS® Enterprise Guide®, SAS® Enterprise Miner™ and SAS Forecast Server.

Note that these all are point-and-click interfaces to the SAS System. No programming is required.

## Support Materials:

Course notes, PowerPoint slides, instructor's notes, software access (through SAS OnDemand for Academics), demonstrations and hands-on exercises, and targeted readings to accompany SAS course materials written by thought leaders in business analytics.

## Duration:

The program is intended to encompass one semester of teaching, equivalent to four credit hours per semester. This consists of three hours of lecture per week plus a weekly lab.

## Prerequisites:

One semester course in statistics, including correlation, regression and distribution analysis.

If interested in attending, email your request to [academic@sas.com](mailto:academic@sas.com).



### Academic Teaching Materials – Available at No Cost

If you are unable to attend the workshop, you may request the teaching materials for the Advanced Business Analytics course. Items listed in the above workshop's support materials are available to qualifying academic organizations.

If interested, email your inquiry to [academic@sas.com](mailto:academic@sas.com).

## About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 55,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.

## Learn More or Apply at:

- ▶▶ [www.sas.com/teach](http://www.sas.com/teach)
- ▶▶ [academic@sas.com](mailto:academic@sas.com)



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