BUSINESS ANALYTICS

FACULTY DIRECTORY

2019-2020
One of my favorite Business Analytics quotes (attributed to George Box) is “All models are wrong, but some are useful.” We live in a world with far more data than ever before, but that does us no good if we can’t understand it. The tools of business analytics help us to get that understanding.

“"If you think that statistics has nothing to say about what you do or how you could do it better, then you are either wrong or in need of a more interesting job.”” – Stephen Senn

Business analytics is no more about computer programming than astronomy is about telescopes.

Big Data amassed by businesses have no purpose or meaning unless they can be understood - unless patterns, explanations and predictions can be identified and made actionable. The MSM-BA program provides excellent training for people desiring to enter the field of data analytics as applied to business.
Aaron Smith, Ph.D.
ADJUNCT PROFESSOR
STATISTICS

CREDENTIALS
• Ph.D., University of Florida

BUSINESS/INDUSTRY EXPERIENCE
Four years working in data analytics within the public sector

TEACHING AREAS
Mathematics, Statistics, Machine Learning, Business Intelligence

RESEARCH AREAS
Mathematics, Statistics, Machine Learning, Ecology, Education

RECENT AWARDS
SAS Shootout, 2nd place; Everbank Machine Learning, 1st place

ABOUT ME
I’m passionate about running. My favorite race is the half-marathon.

Business analytics starts with understanding the problem you need to solve. All the data and computing power in the world won’t lead to good decisions if you are answering the wrong question.

John Solow, Ph.D.
PROFESSOR
ECONOMICS

CREDENTIALS
• Ph.D., MA, Stanford University
• BA, Yale University

BUSINESS/INDUSTRY EXPERIENCE
• Qwest Communications
• U.S. Depart. of Energy, Dept. of Justice
• Iowa Department of Revenue
• State of Washington Attorney General

TEACHING AREAS
Microeconomics, Managerial Economics, Law and Economics, Economics of Sports, Game Theory and the Law

RESEARCH AREAS
Economics of Sports, Industrial Organization, Law and Economics

RECENT AWARDS
Honors Advisor of the Year (Univ. of Iowa); Distinguished Member (National Society of Collegiate Scholars)

Michael Tseng, Ph.D.
ASSISTANT PROFESSOR
ECONOMICS

CREDENTIALS
• Ph.D., (Mathematics) Penn State University
• Ph.D., (Economics), Simon Fraser University, Canada

TEACHING AREAS
Econometrics, Mathematical Economics

RESEARCH AREAS
Econometrics, Financial Economics

ABOUT ME
I’m an elected member of the International Statistical Institute & currently serve as an advisor to the President of the American Statistical Association.

“This is an excellent program that focuses on using big data analytics to solve business problems. The future of business operations is all about intelligence. Data and analytics is the only way unleash the intelligence hidden in the data.”

Morgan Wang, Ph.D.
PROFESSOR
STATISTICS AND DATA SCIENCE

CREDENTIALS
• Ph.D., Iowa State University

BUSINESS/INDUSTRY EXPERIENCE
• OCPS
• QFOR
• ICUBE
• Health First
• Kemper Preferred
• Florida Blue
• Republic Bank
• Everbank

TEACHING AREAS
Data Preparation, Data Mining, Fundamental Data Analytical Methodology with Business Applications, Advance Data Analytical Methodology with Business Applications

RESEARCH AREAS
Big Data Analytics, Intelligent Modeling, Data Mining

RECENT AWARDS
Winner - SAS Shoot-Out Data Mining Contest, Analytics Conference 2011 and 2012

“Whoever controls oil controls much more than oil.”
- John McCain, 2008, U.S. Senator

“Data is the new oil.”
- Mark Carney, 2018, Bank of England governor