

**McGraw Hill Virtual Business Analytics Summit  
in a Digital Age:  
Peer and Author Innovations for Teaching  
Business Analytics**

**October 2<sup>nd</sup>, 2020**

**10:00 AM – 5:00 PM EASTERN TIME**

To Register [Click this URL:](#)

[http://info.mheducation.com/BA20F-BusinessAnalyticsVirtualEvent\\_RegistrationLandingPage.html](http://info.mheducation.com/BA20F-BusinessAnalyticsVirtualEvent_RegistrationLandingPage.html)

**McGraw Hill**

**Event Details**

Our New Digital Age is Upon Us.

McGraw Hill is hosting a virtual event for Business Analytics, Business Statistics, Data Analytics, and Marketing Analytics educators focused on teaching and improving student outcomes. In this new age of digital first, there are new challenges and new possibilities in the classroom and beyond.

Join our esteemed authors and educators to learn new techniques for teaching Business Analytics, see how peers are building curricula, and improve the student experience and build a better and more motivated online experience.

We look forward to having you!

**Agenda and Session Details Below**



**10:00 AM – 10:15 AM EDT**

**Welcome! – McGraw Hill Business Analytics Team**

Speakers: Harper Christopher and Noelle Bathurst  
Introductions, Housekeeping, and Agenda!

**10:15 AM – 11:15 AM EDT**

**Incorporating Analytics Across the Business Curriculum**

Panel discussion sharing and networking how various programs are incorporating business analytics.

- *Janet Fraser, West Virginia University*
- *Peter Tarasewich, Northeastern University*
- *John C. Branner, Cape Fear CC*
- *Vernon Richardson, University of Arkansas*
- *Haya Ajjan, Elon University*

**11:15 AM – 11:30 AM EDT**

Break

**11:30 AM – 12:15 PM EDT**

**Teaching Business Statistics and Analytics Using R**

*Leslie Hendrix, University of South Carolina*

**12:15 PM – 12:30 PM EDT**

Break

**12:30 PM – 1:15 PM EDT**

**Innovative Teaching in Analytics – Applying the CRISP-DM Framework for Teaching Business Analytics**

*Sanjiv Jaggia, California Polytechnical University*

*Alison Kelly, Suffolk University*

*Kevin Lertwachara, California Polytechnic State University*

*Leida Chen, California Polytechnic State University*

**1:15 PM – 2:00 PM EDT**

Lunch Break

**2:00 PM – 2:45 PM EDT**

**Career Readiness and Employability**

*Matt Taddy, VP Economic Technology at Amazon*

Matt will address the types of problems Amazon needs to solve, as it relates to the analytics needed in undergraduate and graduate business analytics programs. Learn more about Matt Taddy [HERE](#):

<https://www.amazon.science/business-data-science-is-a-lot-more-than-just-making-predictions-matt-taddy>

**2:45 PM – 3:00 PM EDT**

Break

**3:00 PM – 3:45 PM EDT**

**Round-table Discussion: Digital Tools for Success in Teaching Business Analytics.**

Led by Business Analytics DFC, Janet Fraser – West Virginia University

**3:45 PM – 4:00 PM EDT**

Break

**4:00 PM -4:30 PM EDT – Choose your session: Data Analytics for Accounting or Data-Driven Marketing**

**Data Analytics in Accounting**

*Vernon Richardson, University of Arkansas*

Vern will discuss integrating data analytics into the accounting curriculum, either as an introductory course early in the curriculum or as a capstone course.

**Data-Driven Marketing Decisions**

*Dana E. Harrison, East Tennessee State University*

*Haya Ajjan, Elon University*

Join Dana E. Harrison and Haya Ajjan for a discussion on applying marketing analytics to provide data-driven insight.

To attend this session, register by clicking [HERE](#):

<https://mheducation.webex.com/mheducation/onstage/g.php?MTID=e00c304c6dced2ddc75ee500ce14d12b2>

**4:30 PM - 4:45 PM EDT**

Final remarks and wrap up

