



# McGraw-Hill Education Business Analytics Online Summit: Incorporating a New Framework for Teaching Business Analytics

May 1, 2020

WebEx address: [http://info.mheducation.com/Business-Analytics-Summit\\_Registration-Landing-Page.html](http://info.mheducation.com/Business-Analytics-Summit_Registration-Landing-Page.html)

**McGraw-Hill Certificates of Participation Available Upon Request**

## Eastern Time Zone:

10:00am - 10:15am	<b>Opening Remarks – McGraw-Hill Business Analytics Team</b>
10:15am - 11:15am	<b>Incorporating Analytics Across the Business Curriculum</b> Panel discussion sharing and networking how various programs are incorporating business analytics. <ul style="list-style-type: none"><li>• Janet Fraser, West Virginia University</li><li>• Roger Grinde, University of New Hampshire</li><li>• Peter Tarasewich, Northeastern University</li><li>• John C. Branner, Cape Fear Community College</li></ul>
11:15am - 11:30am	<b>Break</b>
11:30am - 12:15pm	<b>Innovative Teaching in Analytics – Applying the CRISP-DM Framework for Teaching Business Analytics</b> McGraw-Hill Authors Sanjiv Jaggia, Professor of Economics and Finance, California Polytechnical University Alison Kelly, Professor of Economics, Suffolk University Kevin Lertwachara, Professor of Information Systems, California Polytechnic State University Leida Chen, Professor of Information Systems, California Polytechnic State University
12:15pm - 1:00pm	<b>Lunch Break</b>
1:00pm - 1:45pm	<b>Career Readiness and Employability</b> <b>Rory MacLeod, PhD Sr. Manager, Insights, Corporate Strategy &amp; Innovation BOSE</b> Rory will address the the types of problems BOSE needs to solve, as it relates to the analytics needed in undergraduate and graduate business analytics programs.
1:45pm - 2:00pm	<b>Break</b>
2:00pm - 2:45pm	<b>Round-table Discussion: Digital Tools for Success in Teaching Business Analytics</b> Led by Business Analytics Digital Faculty Consultant, Janet Fraser, West Virginia University
2:45pm - 3:00pm	<b>Final remarks and wrap-up</b>