OPERATIONS BUSINESS ANALYTICS (OBA) CONCENTRATION
(Formerly ISOM)

Concentration Overview
Students concentrating in OBA have great job opportunities (corporate as well as consulting) that exist in high value-added areas. A unique program in the Pacific Northwest, OBA is a truly integrated concentration. The concentration is demand driven, based on a partnership with the industry (for jobs, internships, and class projects). OBA offers important courses to students in other concentrations. Investments in Operations and IT capabilities consume the bulk of resources at firms and this creates a wide arena of challenging and lucrative opportunities and OBA.

Advising Notes
Students interested in the OBA concentration are strongly encouraged to take upper division core courses OBA 330, 335, and 340 as early as possible.

Concentration Requirements

<table>
<thead>
<tr>
<th>Course Title (Credit Hours)</th>
<th>Course</th>
<th>Pre-requisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students must choose 4 courses,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Business Analytics (4)</td>
<td>OBA 410¹</td>
<td>OBA 330</td>
</tr>
<tr>
<td>• Service Operations (4)</td>
<td>OBA 410</td>
<td>OBA 335</td>
</tr>
<tr>
<td>• Information Analysis for Managerial Decisions (4)</td>
<td>OBA 433¹</td>
<td>OBA 330</td>
</tr>
<tr>
<td>• Supply Chain Operations and Management (4)</td>
<td>OBA 477¹</td>
<td>OBA 335</td>
</tr>
<tr>
<td>• eBusiness (4)</td>
<td>OBA 488¹</td>
<td>OBA 340</td>
</tr>
<tr>
<td>• Business Database Management Systems (4)</td>
<td>OBA 444</td>
<td>OBA 340</td>
</tr>
<tr>
<td>• Project and Operations Management Models (4)</td>
<td>OBA 466</td>
<td>OBA 335</td>
</tr>
</tbody>
</table>

¹Strongly recommended courses

2015-16 Course Offering Schedule
Check Duckweb for current listings

<table>
<thead>
<tr>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBA 410 (both)</td>
<td>OBA 410</td>
<td>OBA 330</td>
</tr>
<tr>
<td>OBA 433</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OBA 444</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OBA 466</td>
<td></td>
<td>OBA 477</td>
</tr>
<tr>
<td>OBA 488</td>
<td></td>
<td>OBA 488</td>
</tr>
</tbody>
</table>

https://business.uoregon.edu/ug/concentrations

Revised April 2015 for use during the 2015-16 academic year
Concentration Course Descriptions

OBA 410 Business Analytics
This course provides students with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations. Students learn from the best of high-impact analytical applications on how to apply advanced business analytics tools in a spreadsheet environment, and how to communicate with managers to effectively interpret analytic models and results for making better business decisions.

OBA 433 Information Analysis for Managerial Decisions
Leveraging information to manage risk and improve decisions; data-driven approaches for discovering business trends and strategic opportunities, including techniques for data-mining and analyzing empirical data.

OBA 444 Business Database Management Systems
Techniques for structuring and storing business data; primary focus on relational database theory, with applied skills for business users, including data warehouses, reporting, and normalization

OBA 410 Service Operations
Provides an understanding of the key differences between service sector and manufacturing sector. Equips students with the conceptual and analytical frameworks to better manage service businesses. Topics incl. service design, eval. of service efficiency, mgmt of service quality, revenue management, etc.

OBA 466 Project and Operations Management Models
Frameworks and solutions for managing complex projects and operations; implementing optimal strategies for producing profitable new products and services in the competitive global business environment.

OBA 477 Supply Chain Operations and Management
Strategic and tactical issues pertaining to the distribution & delivery of products & services. Methodologies and systems for designing, tracking, and managing complex global operations.

OBA 488 eBusiness
Fundamental principles of electronic business; effect of e-business on business strategies, processes, customers, and suppliers; assessing the impact of e-business technologies on firm performance

Professional Activities

- **eBusiness Club**: OBA concentration students are encouraged to participate in the eBusiness club. For details go to [http://uoebusinessclub.com/](http://uoebusinessclub.com/)

- **Job Shadow**: Job Shadow Program – explore careers in OBA by spending a day with professionals at their workplace. Participating companies have included Nike, Jama Software, FactSet, Fred Meyer, UPS and PeaceHealth. Learn more at business.uoregon.edu/JSPStudents.

Who Should Concentrate in OBA?

Students who:

- Have or want to develop the ability to see the big picture first.
- Want to develop the ability to translate the big picture into appropriate details.
- Enjoy being critical and logical thinkers (out of the box for both the big picture as well as tactics).
- Want to develop the ability to back up their decisions with good business sense.
- Want to develop the ability to relate across functional areas.
- Are definitely not technology averse.
- Are interested in finding how to leverage information technology (and other technologies) in improving manufacturing and services.
- Have the desire to understand, organize and manage the implementation of projects.

Careers

- Supply Chain Management
- e-Business Strategy and Operations
- Information Systems Management
- Systems Analysis
- Customer Relationship Management
- Project Management

Advising

- **Hours**
  Monday-Friday 8:00 a.m.-5:00 p.m

- **Location**
203 Peterson Lillis Business Complex

- **Contact**
541-346-3303

- **Website**
[business.uoregon.edu](http://business.uoregon.edu)