



OPERATIONS & BUSINESS ANALYTICS (OBA) CONCENTRATION

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

Course Title (Credit Hours)

Students must choose 4 courses

- Business Analytics (4)
- Service Operations (4)
- Analyzing Big Data (4)
- Information Analysis for Managerial Decisions (4)
- Supply Chain Operations and Management (4)
- eBusiness (4)
- Business Database Management Systems (4)
- Project and Operations Management Models (4)

Course

OBA 410¹
OBA 410
OBA 410
OBA 433¹
OBA 477¹
OBA 488¹
OBA 444
OBA 466

Pre-requisites

OBA 330
OBA 335
OBA 330
OBA 330
OBA 335
OBA 340
OBA 340
OBA 335

¹Strongly recommended courses

2017-18 Course Offering Schedule Check Duckweb for current listings

Fall

OBA 410 (Business Analytics)
OBA 410 (Service Operations)
OBA 410 (Big Data)

Winter

OBA 410 (Big Data)

OBA 433

OBA 444

OBA 466

Spring

OBA 410 (Business Analytics)

OBA 477

OBA 488

OBA 488

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 410 Big Data

Advances in digital technologies, the Internet, and mobile computing have led to the gathering of massive amounts of data (commonly referred to as “Big Data”) which are often very unorganized. This course will help students learn how to handle such data (querying, merging, transforming), and how to extract and summarize the information contained in such large data sets through visualization methods including Google Analytics. SAS Enterprise Guide as a popular and powerful tool in analyzing big data will be introduced.

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 include service design, evaluations of service efficiency, management of service quality, revenue management, etc.

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 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

- **Business Operations and Technology Club (BOTA):** OBA concentration students are encouraged to participate in the BOTA club. For details go to: orgsync.com/85089/chapter.
- **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/ug/job-shadow.

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