OPERATIONS & BUSINESS ANALYTICS (OBA) CONCENTRATION

Concentration Overview
The OBA curriculum integrates operations management and data-analytics, and is a unique program in the Pacific Northwest. Operations expertise provides a strong foundation for managing today’s complex business processes, including challenges related to sourcing and supply chains, and manufacturing and service systems. Data-analytics expertise has quickly become a must-have skill for aspiring business graduates, and, like operations expertise, is widely applicable across a range of career paths. Therefore, the OBA curriculum is not only a dedicated concentration, its courses are also a valuable complement to all students in other business concentrations.

Advising Notes
Beginning in Fall 2018 there will be changes in the OBA core curriculum. OBA 340 will become OBA 311 Business Analytics I, and OBA 330 will become OBA 312 Business Analytics II. See your business advisor for more information about the transition and how it affects your academic plan. Students interested in the OBA concentration are strongly encouraged to take upper division core courses OBA 340/311, 330/312, and OBA 335 as early as possible.

Earning the OBA concentration requires successfully completing four of the 400-level courses listed below. In this list, the first four are data-analytics oriented, while the last two (466 and 477) are operations oriented.

Concentration Requirements

<table>
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<tr>
<th>Course Title (Credit Hours)</th>
<th>Course</th>
<th>Pre-requisites*</th>
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<tr>
<td>Predictive Analytics (4)</td>
<td>OBA 410</td>
<td>OBA 311, 312, 335</td>
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<tr>
<td>Analyzing Big Data (4)</td>
<td>OBA 410</td>
<td>OBA 311, 312, 335</td>
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<tr>
<td>Business Database Management Systems (4)</td>
<td>OBA 444</td>
<td>OBA 311</td>
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<tr>
<td>E-Business (4)</td>
<td>OBA 488</td>
<td>OBA 311</td>
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<tr>
<td>Project and Operations Management Models (4)</td>
<td>OBA 466</td>
<td>OBA 335</td>
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<tr>
<td>Supply Chain Operations and Management (4)</td>
<td>OBA 477</td>
<td>OBA 335</td>
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*The official pre-requisite for OBA 410 electives is all OBA core, speak to an advisor if this affects your graduation timing.
** CIT 382 will no longer be accepted as a substitute for OBA 340/311 and EC 320 and 421 will no longer be accepted as a substitute for OBA 330/312 for students who complete their degree requirements for graduation after summer of 2019.

Course Offering Schedule
Check Duckweb for current listings

<table>
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<tr>
<th>Course</th>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
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<tr>
<td>OBA 444</td>
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<td>OBA 410 (Big Data)</td>
<td>OBA 477 (Predictive Analytics)</td>
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<td>OBA 488</td>
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Concentration Course Descriptions

OBA 410 Predictive Analytics
Machine-learning and statistical techniques for developing predictive models to be used in different classification and pattern recognition problems. Applications include fraud detection and predicting the success rate of a marketing campaign, among others. Tools for applying predicative-analytics methods on real-world datasets.

OBA 410 Analyzing Big Data
Advances in digital technologies, the Internet, and mobile computing have led to the gathering of massive amounts of data. 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.

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 E-Business
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:
- 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