CALIFORNIA STATE UNIVERSITY
FULLERTON
CENTER FOR INFORMATION TECHNOLOGY
AND BUSINESS ANALYTICS

Center for Information Technology and Business Analytics
Department of Information Systems and Decision Science
College of Business and Economics
California State University, Fullerton
Fullerton, CA 92834-6848 | Phone: (657) 278-3328

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Center Self-Study

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Background

The Department of Information Systems & Decision Sciences offers several courses in Information Technology, Decision Sciences and Business Analytics as part of its undergraduate and graduate curricula. In most of these courses, we offer business students a limited amount of hands-on training as part of their class instructions. In these challenging times, industries in California are increasingly utilizing information technology and business analytics to improve their cost structure. Given the vast challenges that organizations face in these dynamic and competitive times, there is a need for experienced workers in these fields. It is imperative that our students are exposed analytical real world problems and the ability to provide technology, organizational and process solutions before they graduate so that they can go to the job market well prepared to fulfill their employer's expectations.

There is a need to further develop the Business Analytics curriculum within the College and that generates external experiential opportunities so that students will have the opportunity to improve their capabilities in these fields. Through experiences in and out of the classroom, students develop the habit of intellectual inquiry, prepare for challenging professions, strengthen relationships to their communities and contribute productively to society. The Center for Information Technology and Business Analytics strives to address that need.

Mission Statement

The Center for Information Technology and Business Analytics strives to provide technological and analytics education to students, faculty at CSUF, and other educational institutions. The Center aspires to be a leading source of cutting edge technology education and innovation for current and future analysts and managers globally.

Goal and Activities

To ensure that the students are exposed to the cutting – edge technology education, CITBA uses the expertise of the all stakeholders in the field of Analytics including: The Dean and Faculty of College of Business; Analytical software companies; and Professionals using Analytics in companies like Heath Care and Sports Industry.

To provide students with an experience in solving analytical real world problems and the ability to provide technology, organizational and process solution to the local companies. CITBA has strived to strengthen our relationships with local companies and worked to provide

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opportunities for students to complete internships. Our students have been mentored by the CITBA faculty and some of our students have successfully turned their internships into job opportunities.

To expand connections and partnerships with our internal and external community, CITBA uses the expertise and diversity of the faculty in our department. We strive though these partnerships to be a Center of activity essential to the intellectual, cultural, and economic development of our region.

These goals are aligned with the mission of the CSUF to provide high quality programs that integrate advances in informational technology to meet the evolving needs of our students, community, and region. The center also serves as a regional center for intellectual learning activities, one of the goals of CSUF. Also, these goals integrate into the MCBE mission to produce globally aware business leaders through innovative teaching. The following activities showcase what the Center has accomplished in the review period.

Goal: To ensure that the students are exposed to the cutting – edge technology education.

Activities: Workshops

CITBA has provided training in the use of Information Technology and Business Analytics tools and software which can foster research, scholarly, and creative activity among our staff, faculty and students. Over the review period we have offered a Workshop in Business Analytics application – Alteryx.

Activities: Supported set-up of an Analytics Task – Force with the College of Business

CITBA has helped to guide the relationship with Alteryx. This will give the opportunity to the Center to foster training which cannot be offered in coursework.

Goal - To provide students with an experience in solving analytical real-world problems and the ability to provide technology, organizational and process solution to the local companies.

Activities: Hackathon

CITBA has arranged students to send to compete in a Hackathon at Alteryx.

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Organizational Structure and Governance

The Center is led by the director Dr. Rahul Bhaskar. The director ensures that the activities that are approved by the board for the center are executed. The director is assisted in this by his assistant director, Dr. Sinjini Mitra and Staff.

The advisory board has numerous responsibilities:
- Provide a strategic direction to the Center.
- Analyze scope of the projects undertaken to ensure their alignment with the operational goals of the Center.
- Work on ongoing bases, to repurpose the operational goals, and to align with the needs of the organization in the region.
- To generate leads for external private support and research grants and contracts.
- Act as a reference and experts for the members in their respective industries.
- Mentor students and act as their reference for employment.
- Provide hardware/ software and sample databases for hands-on experience.

The core of the Center is formed by the Members, is comprised of two professors from the department of ISDS. The Advisory Board consists of external advisors who provide strategic advice to the core group and connections to key external organizations.

Resources and Sustainability

The Director, Dr. Rahul Bhaskar, has managed CITBA from. The center director is actively supported by Dr. Sinjini Mitra. The Advisory board provides us with the contacts with industry leaders.

The training activities organized by the IT Company are pro bono with all the needed material and food etc. provided by the IT Company. In cases, the IT company does not provide the funding, it is provided by the nominal fees charged from the participants.

Planning and Strategic Outlook

The CITBA governance, the students of the Business and Data Analytics club and the advisory board come together to identify needs for the upcoming year. Once the needs are identified, the requisite companies are approached to see availability. Seminars and workshops are announced and advertised via available forums including Twitter and campus resources.

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Goals for Upcoming Years

1- Extend the Alteryx relationship and provide training and workshops beyond the classroom
2- Support student participation in Analytics conferences increasing their exposure to the cutting edge skills and tools in the field of Business Analytics.
3- Support the Machine Learning and Artificial Intelligence club to bring the latest in these field to our students

Viability

At this moment, no activities from CITBA would be terminated. CITBA will continue to increase its exposure and reach among the community. CITBA would want to venture into other business and venues that can help sustain CITBA financially and provide excellence service to the community