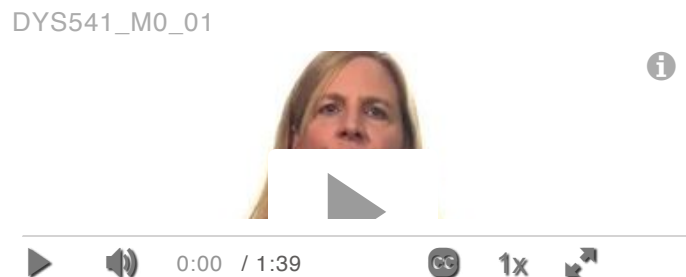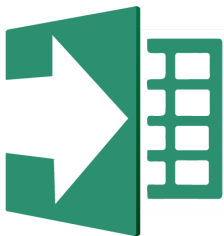# UNIT 1 Module 1 Familiarize Yourself with Business Analytics

If you have recently taken AEM2010, please note that most students in this course are Seniors and may not have taken spreadsheets in several years. This course has some review material to get the cobwebs out.

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Familiarize Yourself with Business Analytics

In business, there's value in using an analytics tool, which allows you to frame problems, make comparisons or predictions, forecast outcomes, and arrive at optimal solutions. Complementing your efforts with robust and powerful analytics tools simply makes you faster. You can arrive at readable, usable reporting of voluminous data that is efficient and accurate.

A spreadsheet model can be anything from data arranged in rows and columns forming a grid to manipulating data through calculations in order to answer questions. Excel helps you in the process of making decisions by allowing you to organize your data easily and by using its powerful math and logic capabilities. You can make all kinds of decisions using spreadsheets. In this module, you will examine business analytics and why it's important. You will also explore some of the features of Excel by using navigation tips and directions.

Donna L. Haeger, Ph.D.

Professor of Practice and Faculty Director of Leadership Development

Charles H. Dyson School of Applied Economics and Management, Cornell University

Donna L. Haeger is a Professor of Practice at Cornell University, in the S.C. Johnson College of Business, Charles H. Dyson School of Applied Economics and Management.

As a professor in analytics, her focus is on teaching spreadsheet-modeling courses geared toward data driven decision making. She primarily teaches undergraduate courses which incorporate business analytic concepts, such as the proper use of descriptive, predictive, and prescriptive modeling. She has successfully designed live, hybrid, and fully online versions of introductory, intermediate, and advanced/graduate levels including the prestigious and global Business Analytics Certificate through eCornell. Her case-based courses focus on data literacy and computational thinking related to concepts like data management, data collection, data quality, data integrity, data mining, optimization modeling, and presentation of results.

Dr. Haeger chaired the business analytics task force responsible for the design and launch of the business analytics concentration in the Dyson School and serves as the concentration coordinator. She has also functioned as the faculty director of leadership development during which she increased participation by 50% each year, launched a leadership fellows program and an alumni leadership mentoring program.

Her research interests are at the intersection of organizational behavior and digitization. She explores technology in the workplace, leadership, and teams. She is dedicated to "Blending Human Systems" through engaged scholarship that will turn knowledge into action. She does this through education, research, and publication in the fields of leadership, business analytics, and management. Dr. Haeger presents her research at the Academy of Management, International Leadership Association, and the Association of Leadership Educators. She currently sits on the board of directors for Consumer Credit Counseling Services of Rochester which specializes in spreading financial literacy and support to communities. She is dedicated to cultivating synergy between people and technology in organizations. Dr. Haeger spent over 20 years as a finance and management professional working with people, processes, and technology. Dr. Haeger also taught courses in management theory, organizational behavior, and marketing at other institutions. Her Ph. D. from Case Western Reserve University is in Management and Designing Sustainable Systems.

Professor Haeger received her Doctorate from Case Western Reserve University; MS, Nazareth College; BS, Rochester Institute of Technology.