

# DEPARTMENT OF BUSINESS ANALYTICS & TECHNOLOGY MANAGEMENT

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## Programs of the Department

- Major in Business Administration - Business Analytics (Track)
- Major in Business Administration - Project Management (Concentration)
- Major in Business Systems and Processes (BSAP)
- Minor in Business Analytics
- Accelerated B.S. / M.S. in Supply Chain Management

## Why Study Business Systems and Processes?

- An ERP (SAP)-based, hands-on program.
- To prepare for career fields at the intersection of business and technology with positions such as systems analysts, operations analysts, process analyst, master data analysts among others.
- To earn the SAP Recognition Award granted by the SAP University Alliance.
- To harness technology to orchestrate, manage and administer business processes.

## Why Study Project Management?

- To prepare for college-graduate and entry-level jobs such as project manager, cost estimator, business analyst, business consultant, demand planner, logistics analyst, supply chain planner.
- To prepare students to gain a professional certification such as PMP to enhance one's career prospects.
- To obtain an integrated perspective of business.

## Why Study Business Analytics?

- To learn how to collect, organize, visualize and analyze business data using cutting-edge analytics technologies, such as Power BI, Tableau, SAP Lumira, and R.
- To learn how to discover patterns, draw insights and derive business intelligence from data analytics.
- To help with data driven decision-making.
- To prepare students for a promising and fast-growing career in business analytics highly valued by a data-driven economy.
- Students who choose minor in business analytics also gain analytical skills that will enhance their competitiveness and marketability in any industry or organization.

## Mission Statement

The mission of the Department of Business Analytics and Technology Management is to produce technologically proficient and analytically savvy graduates who possess the knowledge, skills and attitudes necessary to function effectively in an integrated business community. The department's aim is to develop students who are competent, ethical

and capable of meeting the challenges of an increasingly complex, global and technologically-enabled environment.

## Goals

The goals of the department are:

1. To achieve excellence in teaching while offering innovative and state-of-the-art programs and curriculum that are infused with cutting-edge technology.
2. To increase the body of knowledge in Business Systems (ERP), Business Analytics and Project Management fields through applied scholarship activities.
3. To provide applied research, consulting and advisory services to the business and professional community.

## Distinctive Features

- Strong technology focus in all courses
- SAP Student Recognition Award
- Linkage to professional certifications
- Student Certificate in Project Management (SCiPM)
- Experiential learning opportunities through data analytics competition and other case competitions
- Student Organizations
  - Project Management Association (PMA)
  - Towson Data Visualization and Analytics Group (TU-DVAG)
  - Towson SAP User Group (TU-SUG)

## Majors

- Major in Business Administration - Project Management
- Major in Business Administration - Business Analytics
- Major in Business Systems and Processes
- Accelerated B.S./M.S. in Business Administration or BSAP with Supply Chain Management

## Minors

- Minor in Business Analytics

## Faculty

*Professors:* Chaodong Han (Chairperson), Xiaolin Li, Barindra Nag, James Otto, Sharma Pillutla, Natalie Scala, Stella Tomasi (Graduate Program and Ph.D. Program Director), Dong-Qing Yao

*Associate Professors:* Mona Mohamed, Neeraj Parolia

*Assistant Professors:* Feng Cheng, Xiaorui Zhu

*Assistant Teaching Professor:* Yulan Bai

*Associate Teaching Professor:* William L. Cook, Rana Rassipour, Alice Zhang