



Georgia Tech Scheller College of Business
Business Analytics Center

► Work With Us: **Business Analytics Center**

#3

**MBA and Undergraduate
Business Analytics
Programs**

*U.S. News & World Report,
2023*



Connect With Us

The **Business Analytics Center (BAC)** at the **Georgia Tech Scheller College of Business** serves as a platform for collaboration. We bring together industry leaders, world-class interdisciplinary faculty, and highly skilled business analytics and data science students to build better analytics teams.

Members of our Executive Council form strategic partnerships with the BAC to facilitate industry involvement at Georgia Tech, leverage thought leadership, and engage in cutting-edge research—all while we inspire the next generation of business analytics leaders and deliver the best in business analytics education.



"As a Center, we're committed to providing value to our corporate partners by connecting them with the highly talented business analytics and data science community at Georgia Tech. Through innovative programs like our Business Analytics Practicum, our data-focused Career Fair, and campus info sessions and speaking opportunities, we help our Executive Council companies develop a strong business analytics and data science talent pipeline to support and enhance their business analytics efforts."

Keith Werle
Managing Director
Business Analytics Center

Engage With Us

► Build

Build your brand as a great place to pursue and grow a career in business analytics.

► Partner

Partner with one of the nation's top-ranked business analytics programs. Tech's undergraduate AND graduate business analytics programs are both ranked #3 in the nation according to U.S. News & World Report (2023).

► Recruit

Recruit the next generation of analytics-enabled leaders for your company:

- Practicum projects
- Internships and co-ops
- The Business Analytics and Data Science Career Fair & Internship Expo and other recruiting events
- Campus speaking opportunities
- Company info sessions
- Business analytics alumni network
- Mentoring and involvement opportunities with student-run clubs such as the Business Analytics Club and the Data Science @ GT Club

► Grow

Grow and promote analytics team development and lifelong learning with our broad portfolio of courses and training opportunities.



"Veritiv loves to support the schools and universities where we live and work. Our collaboration with the Business Analytics Center has been an incredible investment for us, paying off in strategic hires and the ability to build our brand at a prestigious university like Georgia Tech."

Gang Wang

Senior Director of Data Analytics and Business Insights
Veritiv



► Encourage Thought Leadership

Encourage thought leadership and innovation by collaborating with our world-class faculty, Ph.D. students, and industry practitioners for leading-edge research and development.



"The first-ever Undergraduate Business Analytics Practicum allowed me to explore the analytics industry within companies and determine what I wanted in a full-time career. It is very rare that college students are given informal opportunities to speak with directors in Fortune 500 companies and learn more about their available positions and the companies themselves. I was able to meet my current boss through the practicum course and gained not only a personal connection with The Home Depot, but also a more in-depth understanding of the values of the company and its culture."

Sadie Frame, BSBA '22
Decision Analyst
The Home Depot

Join Us and Our Community

Become an integral part of the robust network we've built in business analytics and data science. We offer several different levels of participation and will work with you to determine what level of involvement works best for your organization.

We partner with some of the leading tech companies in the world. Our current Executive Council companies include:



We would also like to thank the following partners for their support over the years:

- Anthem
- The Coca-Cola Company
- AT&T
- Deloitte
- Axis Group
- King & Spalding





"We've been an Executive Council member since 2014. Through the years, we've enjoyed our partnership with the BAC and the opportunity to work alongside and recruit Georgia Tech's incredible students. Participating in practicum projects where Tech students evaluate and analyze an NCR data-based problem and then present their insights to our leadership team has been an especially valued resource for us. Many of these insights became the seeding ideas for formal projects, leading to the creation of new valued capabilities for our organization."

Ivan Alvarez
Vice President for Big Data
and Enterprise
NCR



"At The Home Depot, talent is absolutely central in achieving our strategy and expanding the company's leadership position in the Home Improvement marketplace. Our academic partnership with the Scheller Business Analytics Center has yielded an incredibly rich talent pipeline, possessing the deep business knowledge and the analytics and data science skills necessary to help us develop the differentiated capabilities that will extend our leadership position."

Michael Carpenter
Director of Decision Analytics
The Home Depot



Meet the BAC Team



Jeffrey Hu
Faculty Co-Director



Sri Narasimhan
Faculty Co-Director



Laura Smith
Program and Operations Manager



Sherri von Behren
Corporate Engagement Manager
Business Analytics Center



Keith Werle
Managing Director

Contact Us

Let's get started. We would love to talk with you and determine the best way to work together.

Please reach out to:

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Keith Werle

Managing Director

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► [Follow Us on LinkedIn](#)



"We are grateful and proud to partner with some of the world's leading tech companies. From Executive Council members to Business Analytics Practicum sponsors to corporate exhibitors at our annual Career Fair (as well as many other customized opportunities), we become your advocate at Georgia Tech and work with you to design the strategy that best fits your recruiting, engagement, and team development needs."

Sherri von Behren

Corporate Engagement Manager
Business Analytics Center



- The Business Analytics Center is proud to be a part of the Georgia Tech Scheller College of Business. Established more than a century ago, Scheller is a leader in education, research, and inclusive innovation designed to advance business and improve the human condition. Scheller is strategically positioned at the intersection of business and technology, with a commitment to cultivating ethical leaders who know how to innovate and leverage technology to address business challenges and opportunities.

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**MBA Career Services
in the World**

Financial Times, 2023

#3

**Undergraduate in
Business Analytics**

U.S. News & World Report, 2023

#3

**MBA in Business
Analytics**

U.S. News & World Report, 2023

#4

**MBA Among Public
Institutions**

Bloomberg Businessweek, 2023

#9

**Undergraduate
Business Program
Among Public Institutions**

U.S. News & World Report, 2023



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