

# DATA AND ANALYTICS AREN'T THE FUTURE OF BUSINESS— THEY'RE THE PRESENT.

Baylor University and the Hankamer School of Business are adapting to ensure our students learn the skills necessary to meet the needs of an ever-changing business world. In fact, Baylor University President Linda A. Livingstone announced a new academic strategic plan called Illuminate earlier this year, which includes five signature academic initiatives. Data sciences is one of those five initiatives.

## Dean's message

While we'll be an active part of the data sciences initiative, we've been including analytics in our curriculum at the Business School for years—and we're continuing to grow this part of our course and program offerings. We launched the new certificate in business analytics this year, the goal of which is to make students in business majors more attractive in the marketplace by providing the skills necessary to understand and interpret big data and business analytics. In addition, the Hankamer School of Business joined the KPMG Master of Accounting with Data and Analytics Program this semester, a one-of-a-kind initiative that audit, tax and advisory firm KPMG LLP developed to prepare Accounting students for the digital marketplace.

In light of our focus on analytics in the classroom, this issue of the *Baylor Business Review* also is focused on data and analytics. From cyber security to the evolution of online ticket sales, this issue explores how Baylor Business alumni, faculty and students are changing the way we incorporate data and analytics into business.

Mark your calendar! Our annual Homecoming Reception at the Paul L. Foster Campus for Business and Innovation will be held Friday, Nov. 2. Please see page 21 for more details.

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