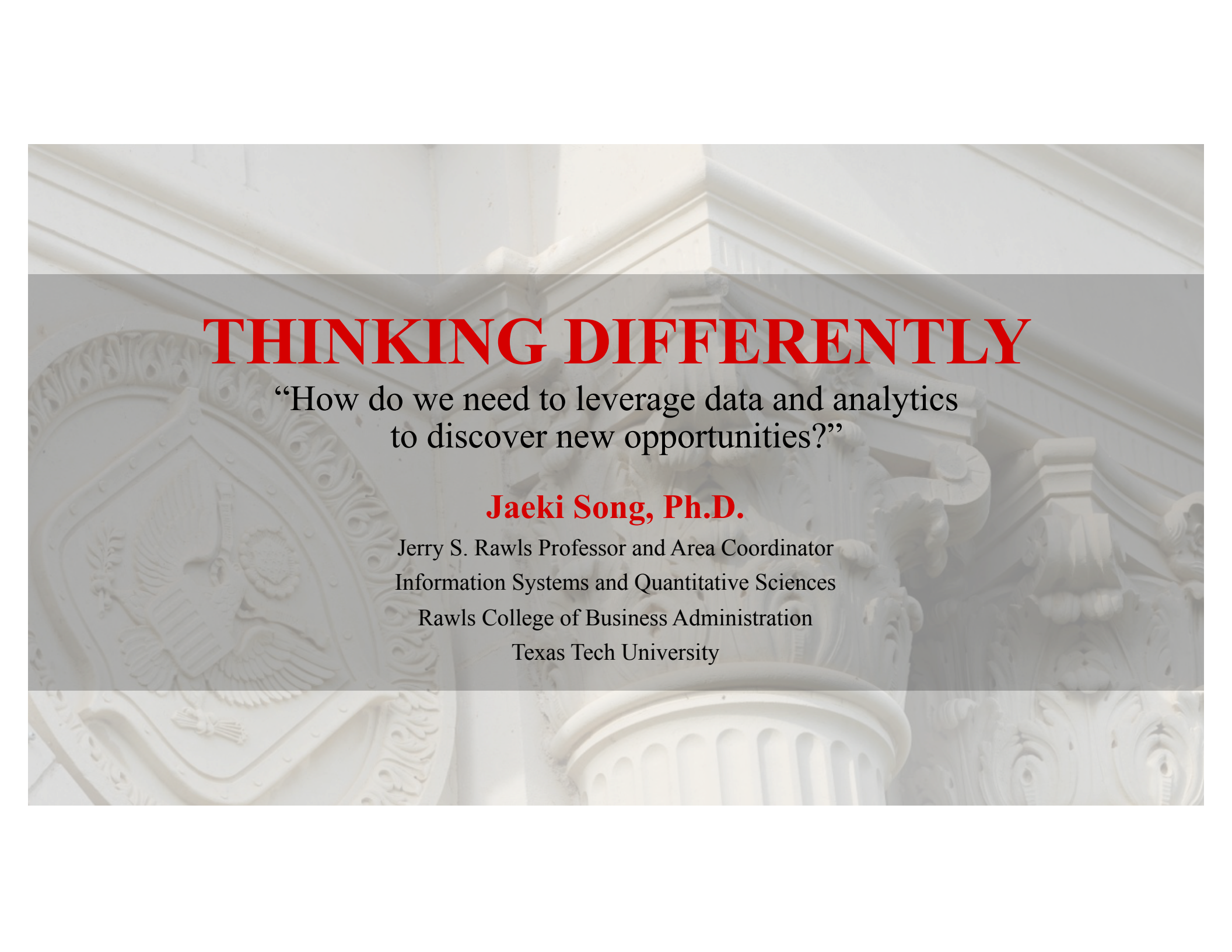




THINKING DIFFERENTLY

“How do we need to leverage data and analytics
to discover new opportunities?”

Jaeki Song, Ph.D.

Jerry S. Rawls Professor and Area Coordinator
Information Systems and Quantitative Sciences
Rawls College of Business Administration
Texas Tech University



TEXAS TECH UNIVERSITY

Rawls College of Business™

About..

- **Jaeki Song, Ph.D.**
 - Research Interests
 - Teaching expertise
 - Programming languages and machine learning
- **Texas Tech University**
 - R1 Research University
 - Rawls College of Business
 - Information Systems and Quantitative Sciences
 - Master of Science-Data Science
 - Big Data Symposium
 - Degree program: F2F and online programs





TEXAS TECH UNIVERSITY
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Education Model

- **Acquisition of skills**
 - Formal education
- **Key competencies and features (PCMI, 2018)**
 - Analytical thinking
 - Model building and assessment
 - Software foundation
 - Data curation
 - Knowledge transfer

• ISQS at Rawls





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The characteristics and portfolio of skills

- **Required skills**
 - Hard skills
 - Technical skills
 - Analytic skills
 - Soft skills
 - Communication, leadership
- **Effective ways to manage data-science teams**
 - Connecting, designing, and developing high-performing teams