

Overview and Agenda

Genesis DeLong
Director
Student Engagement and Success

Orientation Agenda

Welcome

Dr. Clemens Kownatzki, Associate Dean, Full-Time Programs and Assistant Professor of Finance

Program Overview: Meet Your Faculty

Dr. Erik Krogh, MS in Business Analytics Program Chair

Breakout Room: Meet Your Classmates

Introduction to Career and Professional Development

Vanessa Espina, Career Coach, Full-Time Programs, Career and Professional Development

Global Programs Overview

Martijn Doelman, Program Specialist, Global Programs

Current Student Perspective

Julian Castrillon

Next Steps to Graziadio

Jessica Pope, Assistant Director, Student Engagement

Q&A

Closing

Dr. Erik Krogh, MSBA Program Chair



Welcome

Dr. Clemens Kownatski
Associate Dean, Full-Time
Programs and Assistant
Professor of Finance

MSBA Program Overview: Meet Your Faculty

Dr. Erik Krogh
MS in Business Analytics
Program Chair and Practitioner
Lecturer of Information Systems
and Technology Management

Introducing: Samuel Seaman, PhD

SPECIAL GUEST



Professor of Decision Sciences

Education

PhD, The University of Florida BA Stetson University

Background

Samuel is passionate about solving practical business problems and has a research agenda that focuses on mathematical models in economics, healthcare, sociology, and the arts.

He leads the "Numerical Enquiry & Innovative Logic" group at Alchemetric Consulting and has also worked closely with diverse corporate clients and nascent nonprofits, helping them aggregate fragmented data and integrate best practice with persuasive design to delight customers. His true passion, time permitting, is the ongoing search for an optimal solution to the "Particle/Wave Duality Paradox" in his "lab" at Malibu's Surfrider Beach.

Role at Pepperdine

Samuel is professor of Decision Sciences in the Graziadio School of Business & Management, and teaches graduate courses in applied statistics and evidence-based decision analysis

Introducing: Alfonso Berumen

SPECIAL GUEST



Lecturer, Decision Science & Information Systems and Technology Management

Education

Doctor of Business Administration, Pepperdine University MS in Predictive Analytics, Northwestern University MBA, UC Irvine BA in Economics, Occidental College

Background

Alfonso Berumen has over 10 years of experience in consulting where he has provided data-driven economic, statistical, and analytical support to law firms, Fortune 500 companies, government agencies, and private companies operating in a wide range of industries. He is currently an independent analytics and strategy consultant. Recently, he was featured in a LinkedIn Learning course: A Day In The Life of a Data Scientist

Role at Pepperdine

Lecturer (previously Adjunct Faculty) since October 2019 while completing doctoral program courses at Graziadio and dissertation research under the direction of Dr. John Mooney.

Introducing: Erik Krogh, PhD

SPECIAL GUEST



Program Chair of the MS in Business Analytics Program

Education

PhD, Information Systems, Claremont Graduate University MBA, University of Southern California BSM, Pepperdine University, Magna Cum Laude

Background

Information Systems practitioner experience spans 22 years. He began his career as a data analyst, rose to the rank of Divisional CIO. His IS experience spans multiple industries, including financial services, supply chain/manufacturing, and government contracting.

He spent his IS practitioner career working in a variety of technical and managerial roles for companies ranging in size from small start-ups to large IT integrators, such as Computer Sciences Corporation. He previously held management positions at Indymac Bank, Hewlett-Packard, and ARAMARK Uniform Services.

Role at Pepperdine

Full-time member of the Pepperdine Graziadio Business School faculty since 2014, and became the Program Chair of the business school's MS in Business Analytics program in 2017.

PEPPERDINE GRAZIANIO BUSINESS



Do you ever lie about:

Voting
Racism
Cheating on exams
Sexual preference
How many drinks
you've had
Depression
Abortion
Hateful mobs



How Accurate are Surveys?

For eliciting truthful answers

- Internet surveys are better than phone surveys
- Phone surveys are which are better than in-person surveys
- People will admit more if they are alone than if others are in the room with them
- However, on sensitive topics, every survey method will elicit substantial misreporting. People have no incentive to tell surveys the truth.



How Can We *Really* Know What People are thinking?

	REPORTED ON SURVEY	OFFICIAL COUNT
Registered to vote	83%	69%
Voted in last presidential election	73%	61%
Voted in last mayoral election	63%	36%
Have a library card	20%	13%
Gave to a recent Community Chest charitable drive	67%	33%

- Google Big Data!
- People tell Google things they might not tell anyone else
- The trails we leave as we seek knowledge on the internet are very revealing
- Seth
 Stephens-Davidowitz
 spent 4 years
 analyzing anonymous
 Google data
- Tools: Google Search, Correlate, Trends, AdWords, Ngram, and "R"

NEW YORK TIMES BESTSELLER

EVERYBODY LIES

BIG DATA, NEW DATA,

AND WHAT THE INTERNET

CAN TELL US ABOUT WHO

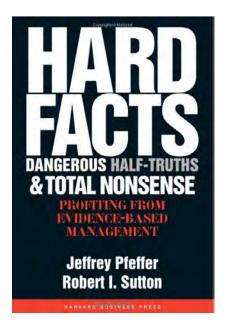
WE REALLY ARE



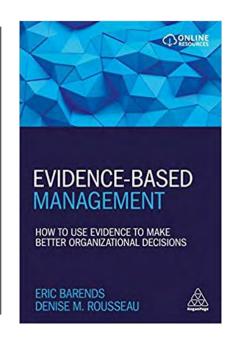
SETH STEPHENS-DAVIDOWITZ

FOREWORD BY STEVEN PINKER

"A whirtwind tour of the modern human psyche." -THE ECONOMIST







Evolution of "Analytics" and Evidence-Based Management

Our Mission



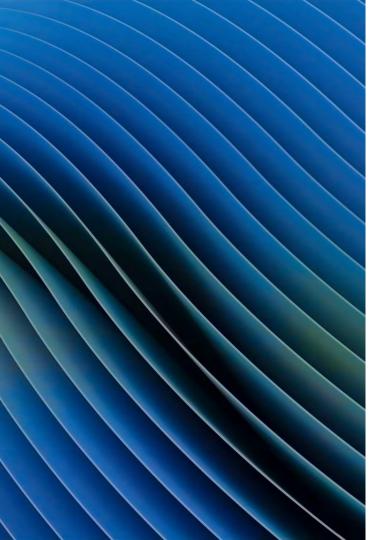


Inspired by our Christian values, we seek to:

Promote transformational learning,

Create applied knowledge, and

Equip our students to become Best for the World business leaders and entrepreneurs.



The Graziadio Difference

Faculty expertise

Individual coaching

Live case learning

Peer learning



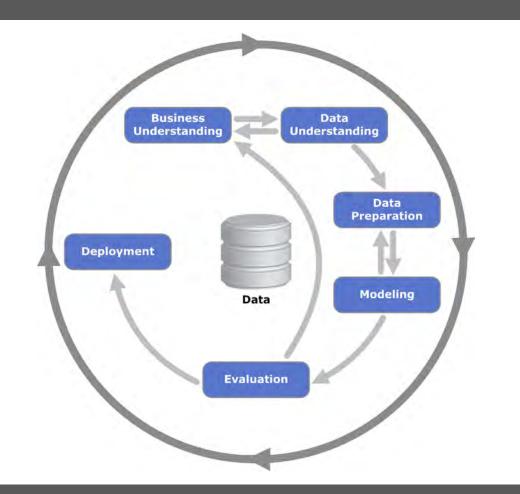
Your Program

- The MS in Business Analytics program prepares you to use data to anticipate customer needs and discover patterns that solve business challenges.
- Two disciplines
 - Decision Sciences
 - Information Systems/Technology Management.
- Focus on real-world business scenarios
- In addition to teaching you technical and analytical skills, the program provides leadership and management training so that you can effectively communicate your findings in a compelling way.

BSCI 650 Personal and Leadership Development Workshop

- This workshop serves as an orientation to the experiential and team-based models of learning used at the Pepperdine Graziadio Business School. Students engage in exercises that enhance communication, ethical decision making, career development, and other relevant skills for interpersonal effectiveness in business.
- *Please log into your WaveNet Student Center to view your assigned workshop dates
- More detailed information about the workshop will be provided later in this presentation





DESC Core Courses - 12 Units Required

- DESC 620 Advanced Statistical Tools
- DESC 622 Optimization Modelling
- DESC 624 Predictive Analytics
- DESC 626 Simulation Modelling
- DESC 629 Communications with Data
- DESC 637 Multiple Attribute Decision Analysis





ISTM Core Courses: 12 Units Required

- ISTM 622 Social Media Analytics
- ISTM 624 Big Data Management
- ISTM 626 Applying Analytics to Achieve Business Impact
- ISTM 627 Marketing Informatics
- ISTM 631 Programming for Business Analytics
- ISTM 664 Business Process Analysis and Innovation

Electives: 6 Units Required

- DESC 621 Valuation of Real Options
- DESC 627 Supply Chain Analytics
- DESC 628 Healthcare Analytics
- DESC 636 Project Management
- ISTM 630 Information Security Data Analytics
- PGBS 698 Contemporary Issues in Business and Management
- STGY 621 Competitive Intelligence

Note: Not all electives will be offered every term

```
_____rof__mod = modifier_o
mirror object to mirror
mirror_mod.mirror_object
speration == "MIRROR_X":
mirror_mod.use_x = True
mirror_mod.use_y = False
mirror_mod.use_z = False
 operation == "MIRROR Y"
irror_mod.use_x = False
lrror_mod.use_y = True
mirror_mod.use_z = False
 operation == "MIRROR_Z":
  rror_mod.use_x = False
 irror_mod.use_y = False
 rror mod.use z = True
 selection at the end -add
  ob.select= 1
  er ob.select=1
   ntext.scene.objects.action
  "Selected" + str(modified
  irror ob.select = 0
  bpy.context.selected obj
  lata.objects[one.name].sel
 int("please select exactle
  - OPERATOR CLASSES ---
    X mirror to the selected
   ject.mirror_mirror_x
```

A Sampling of Tools You'll Use

- Python
- R
- SQL
- SPSS
- Tableau
- Advanced Excel
- And others...

Top 10 Ways to Lead Yourself to Excellence

- 1. Read each syllabus carefully know and understand what is expected of you
- 2. Attend each class session prepared to contribute to the discussion, speak up, & stay focused
- 3. Aim high do the most rather than the minimum
- 4. Conduct yourself with the highest level of honesty, integrity, and professionalism
- 5. Write well if you need support, check out our PGBS writing resources
- 6. Be the team member everyone wants on their team
- 7. Actively seek out new teammates with different perspectives when possible diversity + inclusion
- 8. Help your classmates become better leaders through honest, constructive feedback
- 9. Work together and help each other. You are a cohort you are not fully successful unless ALL of you succeed
- 10. Stay strong to the end graduation is coming!





Introduction to Career and Professional Development

Vanessa Espina
Coach, Full-Time MS Programs
Career and Professional Development

Personalized Career Services

Developing individual career strategies and action plans based on unique needs and goals



What we do

Teaching

- PGBS 560 online modules + labs
- Handshake career platform and other enabling tools
- Resume template and instructions.
- Professional Development Series live workshops, webinars, subject matter experts

Educational Education Technology

Coaching

- Career self-assessment
- Career path planning/advising
- Job search strategies and tools
- Professional skills coaching
- Job interviewing, negotiating the offer, and more . . .



Networking

- Speakers, panel discussions
- Specialized career roundtables
- Networking and social events
- Case competitions
- Regional employer treks
- Hiring conferences



Continuous learning

Career Seminar delivered via online learning modules and interactive lab sessions

Career Resume & Branding Networking Interviewing Getting Hired **Planning** Cover Letter Hands-on intro to Getting an offer Job search **Building your** Interview prep Devaloping CPD toolkit Negotiating techniques resume Interviewing vour brand Handshake Building and Closing Creating your Informational Accentuating Accessing key Preparing to start expanding your cover letter interviews strengths, resources work network Crafting and Following up interests. Assessment of Onboarding Connecting and telling your story motivation strengths, goals, contacting career stage Job related Markets & Targets events

Continuous Access to Career Resources



Expectations and Outcomes



Student + CPD Ownership/Partnership Model

Be fluent in the use of contemporary career planning and job search tools/resources, and associated support systems

Have sufficient self-awareness of interests, motivation and strengths, and be able to translate these into job/career frameworks

Develop a job/career search strategy with specific, actionable plans and timetables

Be able to create a viable, job-ready resumes and cover letters

Understand and translate the process of networking to generate suitable job leads and establish positive professional contacts

Engage and work proactively with the Career & Professional Development team to take advantage of all services and events



Other Important Information

Internship: Is optional-needs to be at least 8 weeks long,

at least 64 hrs per unit (8 weeks x 8 hrs/week = 64).

PGBS 560 Career Seminar: See schedule

Coaching appointments will be virtual or in person

PGBS 560 Professor/Career Coach: Vanessa Espina

Email: vanessa.espina@pepperdine.edu

Phone: 310-506-6227 Office Number: 227



Global Programs Overview

Martijn Doelman Program Specialist, Global Programs

Global Business Intensive

2-Unit Course

- Led by PGBS Faculty
- Open to all PGBS students
- Immersive learning



In-person Immersive Travel

- Explore an international business destination
- Offered in December
 (Fall trimester) and April
 (Spring trimester)
- December destinations announced in the Summer
- April destinations announced in the Fall

Experiential Learning

- Company visits
- Executive presentations
- Industry panels
- Guest lectures
- Cultural tours

Contact:

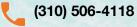
PGBSGlobalPrograms@pepperdine.edu





GLOBAL PROGRAMS

Schedule a Global Programs <u>advising session here</u> to learn more about future GBIs and other international engagement opportunities at PGBS.







Life as a Graziadio Student: Current Student Perspective

Julian Castrillon
MSBA Student
Vice President, Emerging Technologies Association

Next Steps to Graziadio

Jessica Pope Assistant Director, Student Engagement

To Do Before You Arrive on Campus

Upcoming Deadlines

December 7, 2022 - Upload Student ID Selfie Photo

December 9, 2022 - Complete Covid-19 Vaccination or Exemption Requirement

December 9, 2022 - Complete University Immunization Requirement

January 3, 2023 - Complete University Health Insurance Requirement

January 3, 2023 - Register Your Vehicle for Virtual Parking Pass



Campus Parking

Parking Permit

• Register your vehicle for a virtual permit <u>online</u>:



Questions? Please review the <u>FAQs</u> or contact the Department of Public Safety at <u>parking@pepperdine.edu</u> or 310-506-4700.

Where to Park

 Students can park in parking lots S, T or V at the Drescher Campus



Drescher Campus



International Students

International Students

Mandatory Arrival Report

If you are an International Student currently in the United States, you must complete your Mandatory Arrival Report online, or visit the Office of International Student Services when you arrive on campus.

For questions, please contact:

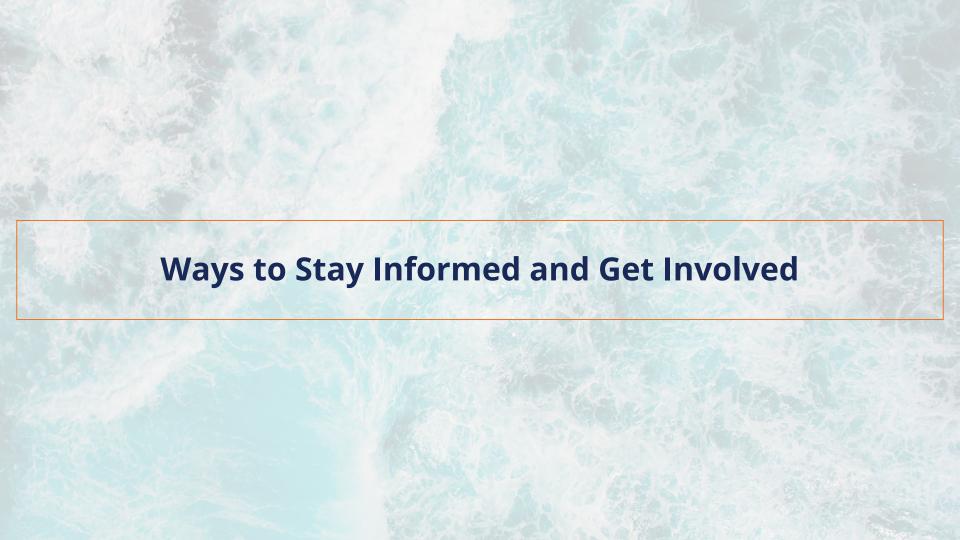
oiss@pepperdine.edu

(310) 506-4246

Office of International Student Services (OISS) website:

https://www.pepperdine.edu/international-students/





Check Your Email for the Graziadio Insider

The Graziadio Insider weekly newsletter is the best way to stay connected with the Graziadio community!

Each newsletter has:

- Student life events
- Updates
- Resources



Graziadio Insider

Student life events, updates, and resources



Get Involved!

Meet the Clubs!

January 4, 12-2:30 PM (PT) -Palm Plaza, Drescher Campus

Come meet your classmates and find out about opportunities to join student clubs at the New Student Kickoff.

WELCOME TO THE GRAZIADIO STUDENT HUB

The Graziadio Student Hub is your one-stop-shop for all student life information!

For a list of club events, club portals, and ways to get involved be sure to visit The Graziadio Student Hub.

Graziadio Student Advisory Board

Provide a representative student voice on student life outside the classroom

Help make an impact the current and future student experience

Apply today!



Your New Student Onboarding Schedule

New Student Kickoff

New & Returning Student Kickoff: Lunch and Resource Fair Wednesday, January 4, 12 - 2:30 PM (PT)

Welcome to the beautiful Malibu campus! Enjoy lunch with Graziadio faculty, staff, and students, and take care of your on-campus to-do list all in one place:

- Pick up your student ID
- Explore campus resources and meet student clubs
- Take a campus tour
- Receive your welcome gift

Location: Palm Plaza, Drescher Graduate Campus

Schedule

12 - 1:30 PM Lunch - In N' Out Food Truck

12 - 2 PM Resource Fair 1 - 2:30 PM Campus Tours

3 PM BSCI 650 Workshops Begin



BSCI 650 Workshop

BSCI 650 - Personal and Leadership Development Workshop

3-day workshop schedule:

Wednesday, January 4, 3 - 7:30 PM Thursday, January 5, 8 AM - 10 PM Friday, January 6, 8 AM - 12 PM

Location: Drescher Graduate Campus

Dress attire: Comfortable attire (suggestion: layered clothing for potential outdoor activities and cooler weather)

The New Student Kickoff event will take place prior to your BSCI 650 Workshop, so you can come to campus to enjoy the event before the start of your workshop at 3 PM.

The workshop (BSCI 650) is an academic course and attendance is required to earn a grade. Meals will be provided.



Student Health Center Visit Hours

Student Health Center Visit Hours Friday, January 6, 12 - 4 PM (PT)

If you need to complete any outstanding immunization requirements, you can do on campus so after the conclusion of your BSCI 650 workshop..

To schedule an appointment: Call 310.506.4316, option 3

Location: Student Health Center, located in the Student Assistance Center (SAC) building on lower Malibu campus



Your Onboarding Schedule

To access the Pepperdine Graziadio new full-time student onboarding schedule, scan the QR code below:



Student Engagement and Success

The Office of Student Engagement and Success (SES) promotes a supportive, connected, and thriving student experience from orientation to graduation.



Genesis DeLong, Director (310) 506-4814 genesis.delong@pepperdine.edu

Jessica Pope, Assistant Director, Student Engagement (310) 506-6541 jessica.rubalcava@pepperdine.edu



Contact us anytime at PGBS.SES@pepperdine.edu





COVID-19 Information

COVID-19 Planning and Preparedness

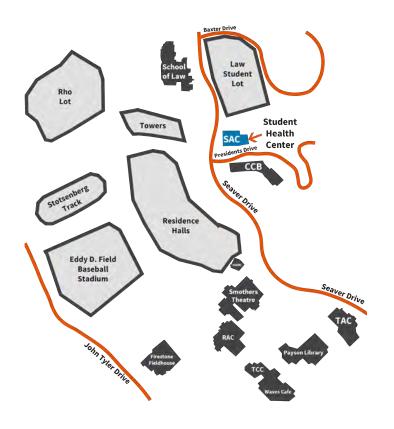
Additional information about Pepperdine's COVID-19 planning and preparedness is available on the University's COVID-19 website at https://www.pepperdine.edu/coronavirus/

COVID-19 Questions

Individuals with questions or concerns regarding any COVID-related issue can contact the COVID-19 Information Line at 310.506.8111 or via email at covid19info@pepperdine.edu



Contact Student Health Center



Phone

310.506.4316, option 3

Location

Student Assistance Center (SAC)

Hours

Monday-Friday, 8 AM-5 PM

Social Media (Facebook, Twitter, Instagram)

@pepperdineshc

Students who are too sick or injured to use the campus shuttle are encouraged to contact DPS at 310.506.4442 to receive a free medical escort.



Contact Student Financial Services

Student Accounts

Questions regarding Student Accounts can be directed to pgbs.student.accounts@pepperdine.edu

Financial Aid

Questions regarding Financial Aid can be directed to the Financial Aid website to schedule a consultation: https://bschool.pepperdine.edu/admission/financial-aid/



Q&A

Jessica Pope Assistant Director, Student Engagement

Closing

Dr. Erik Krogh
MS in Business Analytics
Program Chair and Practitioner
Lecturer of Information Systems
and Technology Management

