

Newsroom

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Georgia Southern University

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Georgia Southern student representing USA Team at World University Games

July 3, 2019



1 Adam Heidt competes in an archery contest.

When 19-year-old Georgia Southern student and archer Adam Heidt arrives in Naples, Italy, this July, he'll be competing against some of the top collegiate athletes in the world as he works toward his goal of one day competing at the Olympics.

Heidt, a Springfield, Georgia, native, will join other college athletes at the summer World University Games (WUG) to represent USA Team in the individual, team and mixed team archery competitions.

WUG is an international multi-sport competition held every two years and is open to collegiate athletes around the world. This year's event is set for July 3 through 14. Heidt placed in the top two at the USA Archery Collegiate Nationals, which earned him a spot on the USA Team for the WUG.

"Making this team was one of my big goals for this year, so I'm very excited for the opportunity," Heidt said. "I'm most looking forward to the opening ceremonies as well as catching up with friends from other international events I've been to."

Heidt has been competing in archery since he was 12 and competed on a national level at age 14.

"I was also a resident athlete at the Chula Vista Olympic Training Center (California) for two years from 2016 to 2018 where I was training full time and finishing high school online," Heidt said. "When I started college, I knew that competing at the collegiate level was something I wanted to do."

Heidt's ultimate goal is to compete at the Olympics, although it hasn't come without challenges. Being a part of the team at WUG and competing at this level has helped him refocus on that goal.

"This last year I've really struggled with my motivation to continue shooting and questioning if pursuing this next Olympics is something I want to do," Heidt said. "But I've slowly been getting that drive back and making this team has really helped me find a reason to continue."

Parker College of Business pivots toward analytics

July 3, 2019

Effective July 1, the Parker College of Business' Department of Information Systems will change its name to the Department of Enterprise Systems and Analytics. The new name better represents the direction of the program and the opportunities in the market.

The new department will blend curricula from the Bachelor of Business Administration (BBA) in information systems with cutting-edge material in statistical analyses to create a BBA in enterprise systems and analytics. The Department will continue to draw on its traditional strengths with the software SAP ERP, while the business intelligence, enterprise resource planning and enterprise security emphases will be streamlined into the enterprise systems track, providing a more cohesive program for the students.

"Going forward, we have the opportunity to leverage our current enterprise systems expertise with the college's analytical expertise and general business knowledge to offer a true business analytics degree," states Steve Moss, Ph.D., professor of business analytics. "The combination of data management, analytical, business and problem-solving skills our students will attain differentiates us from many other programs."

The Department will also offer a new business analytics track. Business analytics is an emerging area in academics, focusing on predictive analytics together with the application skills to help students address complex issues in business. The new curriculum will include courses in business analytics, machine learning and big data technology. With the new focus, students will be more marketable to employers in this rapidly growing field.

According to PwC, formerly Price Waterhouse Cooper, jobs in business analytics will grow by 26% in the finance and insurance industries, 45% in manufacturing and 46% in retail. A degree in business analytics offers students the opportunity to make sound, integrated business decisions in marketing and sales, production, manufacturing, logistics and human resources, among others, using big data and statistical analyses. On average, starting salaries in business analytics can be as high as \$129,800 per year, making them among the highest paid specialties in business. Companies like The Home Depot, IBM, Lockheed Martin, JP Morgan Chase, UPS and many others use business analytics in their day-to-day operations.