

# Data Sciences and Operations

## USC Marshall School of Business

### DSO 573 (16307)

#### Data Analytics Driven Dynamic Strategy & Execution

Thursday  
6:30 – 9:30 PM  
JKP 204

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DSO 573

### Why take the course?

- As stated by a previous student, because: "It's the perfect complement to the other analytics courses offered at Marshall. While the other courses provide tools for performing analytics, this course provides the all important "Why?" element."
- Because the course is designed to help you harness the power of analytics with a broader enterprise view and to prepare you for leadership roles in corporate strategy and operations as well as Data Analytics.

### Course objectives

- Students learn about real life applications of data analytics in strategy formulation and execution. The course provides a comprehensive framework for devising dynamic strategies within a continually changing and increasingly competitive business environment. The objective of the course is to provide the students the knowledge, the conceptual framework and the methods required to effectively leverage Data Analytics to shape winning strategies and execution plans.
- The Ultimate goal is the development of leaders that understand and can embrace both dynamic Strategy and Data Analytics and are prepared to help their organizations compete and win in the era of Big Data.

### Key concepts

- Exertive Strategy
- Probabilistic Causation, Chaos Theory & Game Theory
- Connected and living Enterprise
- Shifting Focus and Convergence
- Data Exploration & Discovery
- Value of Unstructured Data
- Dynamic Sustainability of competitive advantage
- Value Zones of Big Data

### Course description

- This course focuses on the use of Data Analytics for business advantage across the value chain. It addresses advanced thinking in leveraging Analytics to discover and address business challenges in a functionally connected and strategically targeted manner.
- This course is not focused on teaching tools, discussing data manipulation methods and/or covering statistical and modeling techniques.



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Connected View of  
Planning to Execution



Strategic applications of Data  
Analytics – beyond tools