

DATA SCIENCES AND OPERATIONS

SPRING 2025

DSO 599 — *Applying Demography to Today's Business Dilemmas*

Section – 16323

Professor

Keith Robinson

Email

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When

Tue/Th, 5-6:20pm

Office

TBD

Units

3.0



WHY TAKE THIS COURSE?

To understand how population dynamics can be the source of business problems faced by organizations in the Food, Education, Auto, and Social Media sectors, and to learn a new analytic perspective that allows you to make managerial decisions on organizational structure.

- Want to pursue a career as Consultant, Data Analyst, Business Analyst, Consumer Insights Manager, Business Development Manager, Operations Research Analyst, Management Analyst

COURSE OBJECTIVES

To envision business problems differently than businesspeople ordinarily do, to inform and advise, broaden perspectives, and serve as catalysts for decision making and organizational change.

KEY CONCEPTS

Age structure, demographic shifts, future workforce, immigrant labor, projections, social media, organizational change, grocery store industry, neighborhood demographics.

COURSE DESCRIPTION

Demographics play a key role in a business's success. Demography introduces fresh perspectives to the business world, as it can envision business problems differently than traditional business perspectives ordinarily do (for example, distinguishing among age, period, and cohort effects that reshape a market). This course is intended to provide students with a practical understanding of how demography can be applied as both a tool and a framework for evaluating contemporary business problems. This course aims to a) give students practical skills using demographic techniques and statistical methods to understand, analyze, and interpret data that inform managerial decisions; b) gain exposure to how demographic factors such as where people live, age structure of the population, and inequality ratios can be used to guide business practices by discussing a variety of current business situations; and c) practice crucial communication skills and hone them in individual presentations, where analysis and recommendations must withstand the challenges of audience members.