

# DEPARTMENT OF ANALYTICS AND INFORMATION SYSTEMS

**Dr. Ray Blankenship, Department Chair**  
**Email:** [Ray.Blankenship@wku.edu](mailto:Ray.Blankenship@wku.edu)

**Grise Hall, Office 200**  
**Phone:** (270) 745-3509  
**Department Website:** [www.wku.edu/ais](http://www.wku.edu/ais) (<https://www.wku.edu/ais/>)

The field of business data analytics explores the interplays between technology, business, and society. Business data analytics utilizes information management tools for the processing, management, and analysis of data that relates to business. Graduates in Business Data Analytics serve as a bridge between the builders and users of technology and global innovations. Occupations in this field include Business Analyst, Customer Intelligence Analyst, Database Administrator, and Healthcare Analyst.

The AIS Department at WKU offers several professionally-focused programs that prepare students for these, and many other, dynamic opportunities:

- Business Data Analytics (BDAN)
- Applied Data Analytics Certificate
- Minor in Computer Information Systems
- MBA Concentrations
- Data Analytics
- Cybersecurity Data Analytics

## Overview of Computing Facilities

Western Kentucky University maintains a number of general-purpose computing labs across campus with a computer-to-student ratio that is among the highest of all state universities. In addition, the Department of Analytics and Information Systems offers extensive hands-on learning opportunities through its own computer-enhanced instructional classrooms, computer labs, and many web-enabled courses. These resources are available at WKU's main and regional campuses. These resources allow BDAN students to make use of the latest hardware and software technologies in their major courses. This unique blend of classroom instruction and hands-on experience helps to prepare our graduates for professional success.

## Degree

- Business Data Analytics, Bachelor of Science (504) (<http://catalog.wku.edu/undergraduate/business/information-systems/business-data-analytics-bs/>)

## Certificate

- Applied Data Analytics, Certificate (1734) (<http://catalog.wku.edu/undergraduate/business/information-systems/applied-data-analytics-certificate/>)
- Artificial Intelligence and Analytics (AIA), Certificate (1783) (<http://catalog.wku.edu/undergraduate/business/information-systems/artificial-intelligence-analytics-certificate/>)

## Faculty Professor

John K. Atkinson EdD (Adult, Higher, and Community Education, Information & Communication Sciences), Ball State University, 2007  
 Ray J. Blankenship PhD (Business Administration- Management Information Systems), University of Mississippi, 1994  
 Mark D. Ciampa PhD (Tech Mgt (Digital Comm Systems)), Indiana State University, 2008  
 Sean R. Marston PhD (Business Administration, Information Systems and Operation), University of Florida, 2010  
 Evelyn H. Thrasher PhD (Management), Auburn University, 2006  
 Lily P. Zhuhadar PhD (Computer Science and Engineering), University of Louisville, 2009

## Associate Professor

Thaddeus R. Crews PhD (Computer Science), Vanderbilt University, 1995

## Assistant Professor

John A. Erickson PhD (Data Science), Worcester Polytech Institute, 2021  
 Tong Wu PhD (Information Systems), Baylor University, 2022

## Instructor I

Adam P. Brownlee MBA (Business Administration), Western Kentucky University, 2014

## Instructor II

James H. Lindsey MS (Information Sciences and Systems), Bowie State University, 2000