



Haile/US Bank Student Fellows in Applied Business Analytics

The CEAD Economic Development Infrastructure and Tool Box Project, provides an excellent opportunity for students to apply their classroom knowledge to real world applications. The CEAD has three (3) Haile/US Bank Student Fellows in Applied Business Analytics positions. These students will work on projects supporting the development of a fiscal conditions database, fiscal cost/benefit model, economic impact model and tax incidence models for Northern Kentucky as well as other economic development related analysis tools. All work will be carried out under the supervision of CEAD research staff.

Primary Responsibilities:

- Student fellows will engage in primary and secondary data collection from a variety of sources (paper, online, survey, etc). Using these data, students will create cohesive, comprehensive databases using Microsoft Access and Excel.
- Student fellows will engage in literature searches and provide written documentation and summaries of their findings.
- Student fellows will develop extraction routines and macros to automate the database reporting and analysis functions using a variety of industry standard software programs such as Visual Basic.
- Student fellows will engage in model development using Microsoft Access, Excel and Word.
- Student fellows will engage in beta testing of database extraction macros, models and online tools.
- Student fellows will develop written user manuals, database documentation, macro documentation and maintenance instructions.
- Student fellows will have the opportunity to engage and communicate with community partners.
- Student fellows will have the opportunity to prepare and present research results to community partners.

Learning Outcomes

- Students will have a better understanding of the data collection process using primary and secondary data from a variety of sources.
- Students will learn how to evaluate the quality, limitations and appropriate use of primary and secondary data.
- Students will have the opportunity for hands on experience in data collection, manipulation and analysis.
- Students will have the opportunity to participate in beta testing new databases and products.
- Students will learn best practices in writing and maintaining documentation of databases and macros.
- Students will have the opportunity to work with real users of applied regional economic tools and analyses and gain an understanding of working with users who may not have strong backgrounds in data gathering and interpretation.
- The overarching goal is for student fellows to gain an understanding of the full research process from data collection to communicating results to decision makers.

Eligibility Requirements

Eligible students will be accepted to Northern Kentucky University or enrolled as a student in good standing. Additionally, these employment opportunities will be internship eligible for students enrolled in the Haile/US Bank College of Business and for selected majors in the College of Informatics.

Preferred Qualifications

- Excellent written and oral English communication skills
- Proficiency using Microsoft Office software suite, particularly Excel and Access
- Experience using the Internet as a research tool
- Ability to take directions from research staff and a willingness to learn
- Professional demeanor – dress, phone manners, greeting clients, etc.

Pay and Hours

The Haile/US Bank Student Fellows in Applied Business Analytics are eligible to work 20 hours per week at a pay rate of \$11 per hour. These are one (1) semester positions. Students may apply for subsequent semesters.

I _____, understand I may use this position as a “for credit” internship or co-op during the semester I am employed. It is up to the student to contact the respective department chair in regards to setting up the course.

I agree with all terms mentioned above. X_____