

## Episode 11: A Fun Swirl of Data and Ideas in Management Science

### Host

- Dr. Kasie Whitener, Clinical Assistant Professor, Management

### Guest

- Dr. Joel Wooten, Associate Professor of Management Science

Dr. Joel Wooten wants to know “What makes a good idea?” His research focuses on innovation and entrepreneurship, and his classroom experience includes courses in innovation and design, web-based products and services, business analytics, and statistics. He holds doctoral and master's degrees from the Wharton School at the University of Pennsylvania and a bachelor's degree from Georgia Tech.

His recent projects include work with innovation tournaments and recommendation systems as well as research partnerships with XPRIZE and Merck. With a history of entrepreneurial involvement, he has helped companies ranging from Fortune 500 firms to a local barbecue restaurant chain. Prior to returning to academia, he spent three years as a strategy consultant for Bain & Company.

### Conversation Topics:

- Innovation topics and innovation contests: How can companies engineer better solutions to things?
- Tools we can use versus innate creativity for problem solving
- Is it better to have more ideas? Or better to have crazier ideas?
- Classes Joel teaches: business analytics, innovation and design, qualitative analysis: sports analytics
- Using data to show that NBA referees are betting on games, or how home field advantage actually works
- Why should someone study management science?
- Lots of important questions revealed during COVID about how do businesses actually get things done?
- The Moore School has a hands-on approach, experiential learning, and a focus on making learning more fun
- What kind of work can the students be expecting to do? - real, tactical stuff
- Companies tend to think they know what the problem is, but they often don't. In the class we spend a lot of time exploring and observing and asking, “Is this really a problem?”
- No tests, no exams, no textbook, just practical work that applies what we're learning to real outcomes
- PMBA class in innovation and design - students have a unique perspective on the business world
- New class Music analytics - sports was changed by Moneyball, the music industry is a little behind but seeing something similar: Taking the same approach as the sports class and answer questions for an upcoming band

- What sorts of jobs do Management Science majors get when they leave the Moore School?

To learn more about Joel Wooten visit [this site](#).

To learn more about the Management Science major at DMSB, [click here](#).

To learn more about the Darla Moore School of Business visit [this site](#).

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