With a BBA in Business Analytics, you will gain a solid foundation in the application of statistical methods, techniques, and tools to large datasets. The program provides students with the background needed to applying statistical methods and techniques through use of decision support systems (DSS), expert systems (ES), business intelligence (BI) reporting tools, and business analytics (BA) data mining tools. Graduates will be prepared for entry-level business analytics and reporting positions.
Business Core Courses
BUL 4310 Legal Environment of Business
COM 3112 Speech and Writing for Business Communication
FIN 3403 Financial Management
GEB 3003 Career Management
ISM 3011 Information Systems Management
MAN 3025 Organization and Management
MAN 4720 Strategic Management
MAR 3023 Introduction to Marketing
QMB 3200 Applied Business Statistics
QMB 4680 Business Analysis

Major Courses
ISM 4151 Managing Digital Services and Innovation
ISM 4210 Data Base Applications
ISM 4211 Database Systems and Physical Design
ISM 4314 Project Management
ISM 4400 Managerial Information Analysis
ISM 4402 Business Intelligence and Reporting
ISM 4420 Business Analytics

Career Fields
Business Analyst
Business Information Analyst
Business Intelligence Analyst
Data Analyst
Financial Data Analyst
Market Research Analyst
Operations Research Analyst

Employers
Colleges/Universities
Environmental Associations
Federal Agencies
Financial Institutions
Insurance Companies
International Organizations
Investment Firms
Non-profit Organizations