

# CHOOSE FIU BUSINESS

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# BUSINESS ANALYTICS



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**.

**FIU** | Business  
FLORIDA INTERNATIONAL UNIVERSITY

[business.fiu.edu/landon](https://business.fiu.edu/landon)

# BUSINESS ANALYTICS

## 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