

Business Analytics

Businesses are generating and collecting a massive amount of data from both business transactions and user generated data. Students who graduate with a degree in Business Analytics will be prepared to leverage statistical analysis, data mining, natural language processing, optimization, and machine learning to provide practical recommendations to improve business results in a wide variety of areas, including finance, marketing and supply chain management. They will also understand the ethical issues surrounding the design, development, and use of these technologies.

The business analytics major prepares students to frame and solve business problems using data analysis, predictive modeling, and optimization techniques. Business analytics majors become leaders/managers who can analyze facts and collaborate with others to drive decision making.

The requirements of this program are:

- a. The Core Curriculum requirements and the BBA Degree Requirements
- b. Business Analytics 304, *Introduction to Problem Solving and Programming*,
- c. Business Analytics 325, *Database Management*,
- d. Business Analytics 357, *Predictive Analytics*,
- e. Business Analytics 358, *Optimization Methods and Decision Making*,
- f. Business Analytics 375, *Business Analytics in Practice* (may fulfill the writing and independent inquiry flags)
- g. Six additional semester hours of upper-division coursework in business analytics.
- h. *Additional elective coursework, if necessary, to provide a total of at least 120 semester hours*