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 apply statistical methods and techniques through the 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.FIU.EDU/LANDON

FIU | **Business**
FLORIDA INTERNATIONAL UNIVERSITY

CHOOSE FIU BUSINESS

BUSINESS CORE COURSES

BUL 4310	Legal Environment of Business
FIN 3403	Financial Management
ISM 3011	Information Systems Management
MAN 3025	Organization and Management
MAN 4720	Strategic Management
MAR 3023	Introduction to Marketing
QMB 3200	Business Statistics and Analysis I
QMB 4680	Business Statistics and Analysis II

PROFESSIONAL DEVELOPMENT

COM 3112	Speech and Writing for Business Communication (2 credits)
GEB 3003	Career Management (1 credit)

MAJOR COURSES

ISM 3230	Business Application Programming
ISM 4151	Managing Digital Services and Innovation
ISM 4210	Database 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
Nonprofit Organizations

BUSINESS.FIU.EDU/LANDON

FIU | **Business**
FLORIDA INTERNATIONAL UNIVERSITY