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.

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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

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