

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

CHOOSE FIU BUSINESS

BUSINESS CORE COURSES

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|-----------------|-------------------------------------|
| 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

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

MAJOR COURSES

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| 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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