

CHOOSE FIU BUSINESS

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 data visualization, 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**.



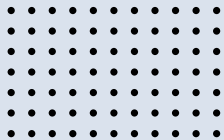
BUSINESS ANALYTICS

business.fiu.edu/landon

BUSINESS ANALYTICS

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 Statistic and Analysis I
- QMB 4680** Business Statistic and Analysis II



PROFESSIONAL DEVELOPMENT

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

MAJOR COURSES

- 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