

BUSINESS ANALYTICS MAJOR

Business Analytics is an application of new methods and insights to business problems using data, apps, statistical models, artificial intelligence, and machine learning. A variety of industries need capable individuals who can take on positions to collect, analyze, and interpret data in order to make sound business decisions. Being a popular field among recruiters, the Business Analytics major was intelligently designed by our experienced faculty to complement your existing major through exposure to various data analysis tools and apps.

Requirements

For a 51-credit major in business analytics, students complete the following:

Code	Title	Credits
Business Core Requirements		33
DATA 3210	Business Analytics Methods	3
DATA 3260	Database Systems	3
DATA 4310	Business Intelligence	3
DATA 4315	Data Mining and Applications	3
DATA 4999	Business Analytics Capstone	3
Select one elective course in DATA		3
Total Credits		51

Students must maintain at least a 2.5 average in all business analytics major courses.