## **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.