Business Analytics Co-Major

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Program: Business Analytics
Type: Bachelor of Business Administration

About

A co-major in Business Analytics will give you exposure to business intelligence, business performance management, and analytic tools such as statistical analysis and data mining that businesses need today. You will build strong analytical skills and the ability to develop business analytics solutions that can improve performance and add value to a wide range of businesses.

The Business Analytics co-major must be taken in conjunction with a major in Accounting, Economics, Finance, Management, Management Information Systems, Marketing, or Real Estate.

Course Requirements for Business Analytics Co-Major (15 Credits)

Note: Only **one course** of the Business Analytics co-major may "double dip" to also fulfill another VSB major.

Course	Title	Credits
MGT 3170	Data Mining	3
MGT 4170	Advanced Analytics	3
MIS 3060	Bus Intelligence and Perf Mgmt	3

Plus two (2) Business Analytics elective courses from the following:

Course	Title	Credits
ECO 3137	Intro to Econometrics	3
MGT 3600	Sports Analytics	3
MKT 2240	Marketing Analytics	3
	MIS 3050 or MIS 2030	3

Also note: For students pursuing both BUSA/MSBA (Master of Science in Business Analytics) program:

- MSA 8105 (Programming in R & Python) may fulfill a BUSA elective
- In addition, one of the following may satisfy a BUSA requirement:
    - MSA 8110 (Data Models & Struct Analysis) may fulfill MIS 2030
    - MSA 8240 (Business Intelligence) may fulfill MIS 3060

Category Descriptions

MIS 3050 or MIS 2030

Credits: 3

Course	Title	Credits
MIS 3050	CRM and Data Analytics	3
MIS 2030	Database Management	3