Business Analytics Co-Major

Chair: Kevin Clark PhD.,
Carmen and Sharon Danella Endowed Professor in Business Innovation
Associate Chair: Alicia Strandberg, PhD.
Office: 2083 Bartley Hall
Telephone: 610-519-6924
Website

Program: Business Analytics
Type: Bachelor of Business Administration

About

A co-major in Business Analytics, enriched with AI coverage, equips you with a deep understanding of business intelligence and advanced analytic tools such as decision modeling and analysis, and data mining that businesses need today. You will build strong analytical skills and the ability to create AI-enhanced solutions that boost business performance and value across industries.

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)

Course	Title	Credits
MGT 3170	Data Mining and AI	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
FIN 2360	Applied Financial Statistics	3
MGT 3600	Sports Analytics	3
MKT 2240	Marketing Analytics	3
	MIS 3050 or MIS 2030	3
	Other Approved BUSA Electives	

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

2. For students pursuing both BUSA and MSBA (Master of Science in Business Analytics) programs:

- MSA 8105 (Programming in R & Python) may fulfill a BUSA elective.

- In addition, one of the following may count toward a BUSA requirement:
   ◦ CSC 4480 (Principles of Database Systems) or MSA 8110 (Data Models & Struct Analysis) may fulfill MIS 2030.
   Note: only one out of these three courses may satisfy a BUSA co-major requirement.

   ◦ MSA 8240 (Business Intelligence) may fulfill MIS 3060.
   Note: only one out of these two courses may satisfy a BUSA co-major requirement.

Category Descriptions

MIS 3050 or MIS 2030

Credits: 3

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

Other Approved BUSA Electives