BUSINESS ANALYTICS MAJOR

Dr. Taiwo Ajani, Program Director

Business Analytics Major Mission Statement

The mission of the Business Analytics program is to equip students with the knowledge and skills necessary to collect, organize and analyze data, thereby enabling learners to effectively apply and communicate insights for business decision-making**.**

The Business Analytics program aims to motivate students for success in the Business Analytics domain, one of the most attractive domains, with very high industry demand, providing well above average salaries, excellent future employment opportunities, and intellectually rewarding work.

Program Description

Our undergraduate Business Analytics major has all the important content, tools, processes, and intellectual resources necessary to prepare students for a successful Business Analytics career. The job market for business analytics candidates with the right skills is expected to remain lucrative for the next 10 to 20 years, so Business Analytics is an excellent direction for highly motivated students to move in. The program will help students develop quantitative data analysis skills and corresponding communication skills necessary for solving real-world business problems and communicating solutions. This is an interdisciplinary major that utilizes courses from computer science and data analytics programs.

The Business Analytics major is offered as an in-seat residential program on the Charleston campus. The program integrates professional exposure with an internship experience to better prepare students with the skills employers desire. Business Analytics majors will complete a 45-credit business core and have an opportunity to double major in complementary areas of Business or major/minor in fields outside the business area. The program uses industry-relevant tools to cover critical topics such as Data Visualization, Big Data Analytics, and Machine Learning. The program can be expected to be rigorous and intellectually stimulating. The Business Analytics program has earned specialized business accreditation from the Accreditation Council for Business Schools & Programs (ACBSP).

Business Analytics Major Program Learning Outcomes

All BSBA students must fulfill the BSBA Core outcomes. In addition, Business Analytics graduates will:

1. Collect, organize, analyze, and apply data-driven tools and techniques to evaluate business decisions.

2. Communicate quantitative and qualitative information and demonstrate proficiency with the help of a variety of data analytic tools.

What You Will Study

The Business Analytics major is part of the BS in Business Administration degree and requires a total of 120 institutional credits of academic work, including 45 credits of business administration core courses, 24 credits of major courses, and 51 credits of general education and other elective credits.

Business Analytics – Required Courses in Major		
Course	**Title**	**Credits**
BSAN 205	Introduction to Business Analytics	3
DASC 100	Introduction to Scientific Programming	3
DASC 250	Data Visualization	3
BSAN 315	Big Data Analytics	3
BSAN 325	Predictive Modeling for Business Analytics	3
BSAN 475X	Machine Learning	3
BSAN 415	Business Analytics Capstone	3
BUSI 498	Business Internship	3
Required Credits in Major:		**24**
Total Credits for Major (45 BSBA Core + 24 Required):		**69**

Admission Requirements

Students must gain general admission to the University of Charleston.

Additional Requirements:

Business Analytics majors must meet all University of Charleston graduation requirements and must take and pass the Peregrine Exit Assessment in the last semester of the senior year. Additionally, students must earn a C or above in Business Strategy (BUSI 450).

Business Analytics Concentration

Students pursuing other BSBA majors can add a Business Analytics concentration (12 credits). The Business Analytics concentration trains students in the skills and competencies required to implement and oversee data-driven business decisions. This concentration builds and supports the ability to 1) collect, process, and describe datasets, 2) draw inferences from data, 3) understand and create useful models for business predictions, and 4) make sense of model outputs for optimal and robust decisions. It includes the development of skills in computer programming and software applications to analyze data in a variety of contexts and diverse industries. The 12 credit hours required for a concentration in Business Analytics are:

Business Analytics Concentration		
BSAN 205	Introduction to Business Analytics	3
BSAN 315	Big Data Analytics	3
BSAN 325	Predictive Modeling for Business Analytics	3
DASC 100	Intro to Scientific Programming	3
	Total for Concentration:	**12**