Career Path: Business Analytics

Business analysts, often called management consultants, propose ways to improve an organization's efficiency. They advise managers on how to make organizations more profitable through reduced costs and increased revenues. Typical tasks for business analysts include:

- Gathering, organizing, and analyzing information

- Interviewing personnel and conducting observations to determine methods, equipment, and personnel that will be needed

- Developing solutions or alternative practices, as well as recommending new systems, procedures, or organizational changes

Some management analysts work for the organization that they analyze; others work as consultants on a contractual basis.

Recommended Course:

For students interested in a career in the field of Business Analytics, the following liberal arts or free electives courses are recommended. These courses enhance a student's knowledge of information analytics, database programming, data mining and business analytics.

BUS2210 Business Intelligence and Analytics

Introduces students to the fast-growing field of business intelligence and analytics. Provides a general understanding of quantitative methods, analytical software, and data analysis to help students comprehend and analyze contemporary business issues and problems. The emphasis is placed on critical thinking and quantitative reasoning skills.

BUS4420 Data-Mining for Business Analytics

Provides an overview of the fundamental principles and techniques of data-mining for business analytics. Examines case studies to place data-mining techniques in context, and to develop data-analytic thinking. Emphasis will be placed on real-world applications to illustrate that proper application of data-mining is as much an art as it is a science. Students will work "hands-on" with analytics/data mining software. Prerequisites: BUS2210 or MAT2215

MAT2212 Quantitative Methods

Introduces students to the personal use of mathematics and the applications for various business disciplines. This course will explore the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real-world business problems.
Prerequisite: CSK85 or placement-based score

MGT3332 Operations Management

Explores production and operations management systems from the perspective of their ability to enhance value within organizations. Topics include the issue of performance and productivity, cost, competitive metrics, quality, and customer expectations. Prerequisites: MGT2220, MAT2215

MGT3345 Managing with Information Systems

Explores and discusses the nature of information systems and how managers can access and utilize company information systems. Students will learn the principles behind information and decision support systems and will examine individual, group, and executive decision support systems.
Prerequisite: MGT2220

Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.