

BUSINESS ANALYTICS MAJOR

Dr. Taiwo Ajani, Program Director

Business Analytics Major Mission Statement

The mission of the Business Analytics program is to impart knowledge to and develop skills in students, that are needed to collect, organize, analyze and make sense of diverse modern-day data from business domain perspectives, and communicate effectively.

Furthermore, the Business Analytics program will aim to motivate students to success in the Business Analytics domain, which is one of the most attractive domains, with a very high industry demand, providing well above average salaries, excellent future employment opportunities and intellectually rewarding work.

Program Description

Our undergraduate Business Analytics major is a recently designed and updated program which 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 and 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 and an internship experience to better prepare students with the skills desired by employers. Business Analytics majors will take a 45-credit business core and have an opportunity to double major in complimentary areas of business or major/minor in fields outside the business area. The program covers critical topics such as Data Visualization, Big Data Analytics and Machine Learning, using industry relevant tools. Needless to say, the program can be expected to be rigorous and intellectually stimulating!

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 make sense of diverse modern-day data, using appropriate technological tools, and generate business insights.
2. Communicate business analytics insights effectively.

What You Will Study

The Business Analytics major is part of the B.S. 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
BUSI 101	Introduction to Business Analytics	3
DASC 100	Introduction to Scientific Programming	3
DASC 250	Data Visualization	3
BUSI 315X	Big Data Analytics	3
BUSI 325X	Predictive Modelling for Business Analytics	3
BUSI 475X	Machine Learning	3
BUSI 415X	Business Analytics Capstone	3
BUSI 498	Business Analytics Internship	3
Required Credits in Major:		24
Total Credits for Major (45 BSBA Core + 24 Required):		69

Typical Four-Year Student Schedule for Business Analytics

FIRST YEAR			
FALL SEMESTER		SPRING SEMESTER	
UNIV 104 College Motivation & Success**	3	UNIV 105 Foundations of Character & Leadership**	3
COMM 101 Freshmen Writing I	3	COMM 102 Freshmen Writing II	3
MATH 121 College Algebra ***	3	BUSI 101X Introduction to Business Analytics	3
ECON 201 Principles of Microeconomics	3	ECON 202 Principles of Macroeconomics	3
Humanities Flex Elective	3	SPCH 103 Oral Communication (embedded)	3
TOTAL CREDITS	15	TOTAL CREDITS	15
SECOND YEAR			
FALL SEMESTER		SPRING SEMESTER	
DASC 100 Intro to Scientific Programming	3	BUSI 475X Machine Learning	3
BUSI 315X Big Data Analytics	3	DASC 250 Data Visualization	3
BUSI 316 Quantitative Methods for Bus. & Econ.	3	BUSI 231 Business Law I	3
BUSI 325X Predictive Modelling for Bus. Analytics	3	ACCT 202 Principles of Accounting II	3

ACCT 201 Principles of Accounting I	3	BUSI 241 Business Communication	3
TOTAL CREDITS	15	TOTAL CREDITS	15

THIRD YEAR

FALL SEMESTER		SPRING SEMESTER	
Flex Elective	3	MRKT 321 Principles of Marketing	3
BUSI 317 Business Statistics	3	BUSI 360 Business Ethics	3
BUSI 415X Business Analytics Capstone	3	FINA 312 Business Finance	3
MGMT 311 Principles of Management	3	BUSI 498 Business Analytics Internship*****	3
BUSI 215 Business Software Applications	3	Elective	3
TOTAL CREDITS	15	TOTAL CREDITS	15

FOURTH YEAR

FALL SEMESTER		SPRING SEMESTER	
BUSI 407 Global Dimensions of Business	3	BUSI 450 Business Strategy	3
Flex Elective	3	Humanities Flex Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
TOTAL CREDITS	15	TOTAL CREDITS	15

* Business Analytics major courses may be offered in online or hybrid formats.

**Transfer students and online students complete UNIV 204 College Success & Leadership.

*** Prerequisite: C or better in MATH 120 or Math ACT score of 21 or higher (Math SAT of 530 or higher).

*****Students have also the option to start the major courses from year two and complete the program in fourth year.

Admission Requirements

Students must gain general admission to the University of Charleston.

Additional Requirements:

Business Analytics majors must meet all University of Charleston, B.S.B.A. core, and Business Analytics major degree requirements for graduation, including applicable exit exam(s).