

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 data from business domain perspectives and communicate findings effectively.

The Business Analytics program aims to motivate students for 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 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 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 covers critical topics such as Data Visualization, Big Data Analytics, and Machine Learning, using industry-relevant tools. 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 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 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
BSAN 498	Business 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
ENGL 101 Freshman Writing I	3	ENGL 102 Freshman Writing II	3
MATH 121 College Algebra ***	3	BSAN 205 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 Fundamentals (embedded)	3
TOTAL CREDITS	15	TOTAL CREDITS	15

SECOND YEAR			
FALL SEMESTER		SPRING SEMESTER	
DASC 100 Intro to Scientific Programming (STEM Flex Elective)	3	MGMT 311 Principles of Management	3
BSAN 315 Big Data Analytics	3	DASC 250 Data Visualization	3
BUSI 231 Business Law I	3	BUSI 220X Information Systems & Software Applications	3
ACCT 201 Principles of Accounting I	3	ACCT 202 Principles of Accounting II	3
Elective	3	BUSI 241 Business Communication	3

TOTAL CREDITS	15	TOTAL CREDITS	15
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THIRD YEAR

FALL SEMESTER		SPRING SEMESTER	
BSAN 325 Predictive Modeling for Bus. Analytics	3	BSAN 475X Machine Learning	3
BUSI 316 Business Statistics I	3	BUSI 317 Business Statistics II	3
BUSI 360 Business Ethics	3	FINA 312 Business Finance	3
MRKT 321 Principles of Marketing	3	Humanities Flex Elective	3
Flex Elective	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
BSAN 415 Business Analytics Capstone	3	BUSI 498 Business Internship*****	3
Flex 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.

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

*****Students also have the option to start the major courses from year two and complete the program in the 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 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 is designed to train 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 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