The Business Analytics concentration is designed to cater to the growing demand for talent for managing, analyzing, predicting, and discovering insights from massive amounts of complex data (e.g., transactions, social networks, sensors, etc.) to solve business, social, and economic problems. According to many industry studies (e.g., McKinsey Global Institute), there is a need for 140,000 – 190,000 professionals with deep business analytics skills and a shortfall of 1.5 million data savvy business managers. This Business Analytics concentration provides a foundation in analytics by bringing together deep expertise in applied statistics, optimization, and decision theory to apply in different contexts, including market basket analysis, consumer behavior, social networks, recommendation systems, fraud and crime detection, healthcare fraud, supply chain, finance, security threats, etc.

Curriculum Requirements

MKT 282 - Analysis of Markets (flex core)
STA 287 - Business Analytics and Decision Modeling (flex core)

Any four (4) courses chosen from the list below:

MIS 382N.9 - Data Mining for Business Intelligence (Spring of 1st or 2nd year)
MIS 382N.12 - Social Media Analytics (Fall of 2nd year)
RM392 - Financial Modeling and Optimization (Fall of 2nd year)
OM 380.17 – Supply Chain Analytics (Fall of 2nd year)
OM 386 (04640) / MKT 282 – Data Analytics and Dynamic Pricing (Fall of 2nd year)
OM 386 (04645) - Supply Chain Management (Fall of 2nd year)
MIS 383N - Decision Support Modeling (Spring of 2nd year - either STA 287 or MIS383N)
MKT 382 - Marketing Analytics and Information (Spring of 2nd year)

Recommended Electives:

FIN 397.1 - Investment Theory and Practice
FIN 394.1 - Advanced topics in Corporate finance

Total credit hours: 16

Career Opportunities

- Corporate Finance Analyst
- Financial Analyst
- Insurance and Brokerage Operations
- Manager
- Risk Manager
- Treasury Analyst