

BUSINESS ANALYTICS

COLLEGE OF BUSINESS



Courses

To prepare for a career in business analytics, you'll take statistics, computer science, and analytics courses and choose specialization electives to tailor the program to your goals. Here is a sample of what you can expect to learn:

Business Analytics

This course introduces the statistics used in business, including gathering business data, describing data, testing hypotheses, and linear regression analyses. The use of Microsoft Excel spreadsheet software is an integral part of this hands-on course.

Econometrics I – Linear Models

Students use modern software to detect complex statistical relationships in this intermediate-level statistics class. Students learn how to construct and estimate statistical models, interpret statistical software output, and use their models to make statistical predictions. Students conduct a comprehensive statistical research project.

Accounting Analytics

Use industry-standard tools to extract, organize, and analyze large data sets to address accounting and other business questions. Emphasis is on recognizing and identifying appropriate tools for various types of data analysis, such as Excel, Alteryx, and Tableau (for data visualization).

Contemporary Managerial Decision Making

This course provides students with diagnostic and analytical tools and skills for informing effective decisions. A course project requires diagnostic skills to formulate problems, decision-modeling skills, data collection and analysis skills, and managerial skills such as planning, organizing, leading, and controlling.

You'll master the tools of Python, R, SQL, Excel, Tableau, and even cutting-edge AI to analyze performance, build winning strategies, and achieve breakthrough results.

You'll learn the analytical skills to turn data into actionable improvements and the managerial acumen to implement data-driven decision-making. Our graduates are highly sought-after across all industries where there is a need for data-driven business decisions--and that's practically everywhere.

Potential employers

- JP Morgan
- Intralox
- Google
- Microsoft

Contact us



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