Business Analytics Co-Major

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Program Business Analytics
Degree Type Bachelor of Business Administration

About

A co-major in Business Analytics, enriched with AI coverage, equips you with a deep understanding of business intelligence and advanced analytic tools such as decision modeling and analysis, and data mining that businesses need today. You will build strong analytical skills and the ability to create AI-enhanced solutions that boost business performance and value across industries.

The Business Analytics co-major must be taken in conjunction with a major in Accounting, Economics, Finance, Management, Management Information Systems, Marketing, or Real Estate.

Course Requirements for Business Analytics Co-Major (15 Credits)

Course	Title	Credits
MGT 3170	Data Mining and AI	3
MGT 4170	Decision Analytics & AI	3

Plus Three (3) Business Analytics elective courses from the following:

Course	Title	Credits
ECO 3137	Intro to Econometrics	3
FIN 2360	Applied Financial Statistics	3
MGT 3600	Sports Analytics	3
	MIS 3050 or MIS 2030	3
MIS 3060	Bus Intelligence and Perf Mgmt	3
MKT 2240	Marketing Analytics	3
	Other Approved Electives	

Note:
1. Only **one course** of the Business Analytics co-major may "double dip" to also fulfill another VSB major.

2. For students pursuing both BUSA and MSBA (Master of Science in Business Analytics) programs:

- MSA 8105 (Programming in R & Python) may fulfill a BUSA elective.

- In addition, one of the following may count toward a BUSA requirement:
  - CSC 4480 (Principles of Database Systems) or MSA 8110 (Data Models & Struct Analysis) may fulfill MIS 2030.
    Note: only one out of these three courses may satisfy a BUSA co-major requirement.

  - MSA 8240 (Business Intelligence) may fulfill MIS 3060.
    Note: only one out of these two courses may satisfy a BUSA co-major requirement.

MIS 3050 or MIS 2030

Elective Credits 3

Course	Title	Credits
MIS 3050	CRM and Data Analytics	3
MIS 2030	Database Management	3

Other Approved Electives