



## Business Analytics

**Degree Awarded:** Bachelor of Arts

**Requirements for the Major:** 49 credits and 9-10 prerequisite credits

The major in Business Analytics is designed for students interested in learning about the scientific process of using data to make better decisions in various areas of organization, non-for-profit and government entities.

By using data analysis, optimization techniques, and modeling tools, students have the opportunity to make sense of big data across multiple functions of the business. The major in Business Analytics will prepare students in the business, mathematics, and computer science disciplines of data analysis and optimization to think critically about data and use data in meaningful ways. Business Analytics focuses on using mathematical approaches to help improve decision making and performance in business. To better understand business situations, students focus on collecting and analyzing data, drawing on probability and statistics. In order to improve organization's performance, students work with the vast amount of Big Data to help discover trends and make predictions, and then make strategic, data-driven decisions.

The undergraduate business analytics major prepares students to succeed in a data-driven world, providing exposure to software platforms and techniques used to store, transform, manipulate, analyze and interpret small and large sets of data.

**Prerequisites for courses for the major:** Prerequisites for STAT 239 and 241 are Math ACT of 22 or above, Math Placement, MATH 095 or 096 or 105 with a grade of C minus (C-) or better. Prerequisite for STAT 261 is MATH 121. Prerequisite for DATA 437 includes BSAD 217.

**Prerequisite courses for the major:** These prerequisites will not be included in the major GPA but must be taken for the major.

**Essential Competencies-Outcome Iterations**  
\*\*Transfer courses do not receive outcome iterations\*\*

				CI	IL	W	O	Q	GA	V
	ACCT 211	Financial Accounting	3							
	DATA 101	Introduction to Data Analytics	3							
	STAT 239 or STAT 241 or STAT 261	Statistics for the Social Sciences or Principles of Statistics or Applied Statistics	3 or 4 or 3	x x				x x x		x

### Requirements for the Major:

49 semester credits including a 15 credit business core, a 28 credit Analytics core, and 6 credits of electives.

**Business Core Courses** **Essential Competencies-Outcome Iterations**  
\*\*Transfer courses do not receive outcome iterations\*\*

				CI	IL	W	O	Q	GA	V
	BSAD 310	Principles of Management	3							
	BSAD 315	Marketing	3							
	BSAD 352	Corporate Finance	3					x		
	BSAD 399	Internship	3							x
	BSAD 365	Project Management	3							

This information must be used in conjunction with the 2019-2020 Grand View University Catalog and does not reflect a student's official record of progress. Students are expected to use the Progress tool found on myView > GV Self Service when monitoring and planning coursework. Other available resources include: Course Planning Documents (found on myView under Academics) and the faculty and staff who work with academic requirements.

**Essential Competencies-Outcome Iterations****\*\*Transfer courses do not receive outcome iterations\*\*****Analytics Core Courses**

				CI	IL	W	O	Q	GA	V
	BSAD/CPSC 241	Computer Science I	3							
	CPSC 242	Computer Science II	3		x					
	CPSC/STAT 260	Fundamental Programming for Data Mining and Analysis	3							
	DATA 321	Data Visualization	3							
	CPSC 421	Databases	3							
	BSAD 425	Knowledge and Information Management	3							
	DATA 341	Intermediate Statistics for Business Analytics	4							
	DATA 411	Big Data	3							
	DATA 454	Business Analytics Capstone	3							

**Electives- take 6 credits from the following**

				CI	IL	W	O	Q	GA	V
	BSAD 311	Operations Management	3							
	BSAD 384	Security Policy Management	3							
	DATA 433	Finance Analytics	3							
	DATA 435	Marketing Analytics	3							
	DATA 437	Sport Analytics	3							
	DATA 445	Applied Statistical/Machine Learning	3							

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