

BUSINESS ANALYTICS AND INTELLIGENCE

SPECIALIZATION IN THE BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION



CAREER OPPORTUNITIES:

Students with a degree in business analytics and intelligence typically work as a business analyst/data analyst/business intelligence analyst within a corporation or a consulting firm. The role of a business analyst in a corporation could be supporting a specific business function, such as marketing and sales, human resources, customer relationships management, or company-wide functions as an in-house business analytics consultant. There are a wide variety of industries that hire business analysts, ranging from marketing, human resources, transportation, logistics, manufacturing, retail, telecommunication, banking, credit cards, risk management, insurance to health care, health management organizations, internet advertising, internet search engines, social media, etc.

The application of business analytics is rapidly becoming a key differentiator for companies and organizations. Given the rapid growth of the utilization of business analytics in enterprises, corporate investment in this area will continue to grow. Therefore, business analytics offers a great field to enter for those who have the aptitude and passion for analytics, and an exciting and rewarding area for professionals who have this specialized skill set.

CURRICULUM:

Business analytics, defined as extensive and systematic use of data, statistical and quantitative analysis, exploratory and predictive analysis, and fact-based management to drive business decisions and actions [Davenport, 2006, *Harvard Business Review*], requires excellence in management science, statistics and information technology. The business analytics curriculum at Bowling Green State University is designed to position students for success.

SPECIAL HIGHLIGHTS:

- While the salary depends largely on the industry for which one is hired as a business analyst, a recent article posted on PayScale.com, an internet portal for career planning, career searching and professional networking, reported that the average salary for a business analyst with a BSBA degree ranges from \$40,000—\$85,000.
- The College of Business Administration at Bowling Green State University is one of the few AACSB accredited business schools in the State of Ohio that offer a specialization in business analytics and intelligence.
- The BGSU College of Business Administration is a target school for domestic and global companies in recruiting. Some examples of the companies that recruit for business analysts include PNC, Nationwide Insurance, American Greetings, Target and Cardinal Health.
- Check out our website at www.bgsu.edu/business/asor.html

Check out the College of Business Administration website at www.bgsu.edu/business.html
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Business Analytics and Intelligence—18 Hours

A specialization in the
Bachelor of Science in Business Administration

Students must meet the specialization requirements in effect at the time of their admission to the BSBA degree program.

The specific requirements for the **Business Analytics and Intelligence** specialization are as follows:

<u>Courses</u>	<u>Course Name</u>	<u>Credit Hours</u>
STAT 4020	Regression Analysis	(3)
STAT 4440	Data Mining in Business Analytics	(3)
MIS 4400	Database Management	(3)
MIS 4600	Business Intelligence	(3)
Plus two elective courses from the following areas or approved by the College Academic Advisor (both courses have to be taken from the same area):		(6)

Accounting

ACCT 3310, 4320, 4510, 4560, 4600

Applied Statistics

STAT 4060, 4080, 4160

Computer Science

CS 4200, 4250, 4400, 4420, 4640

Economics

ECON 4010, 4020, 4050, 4140, 4260, 4620

Finance

FIN 3400, 3500, 4100, 4130, 4140, 4210, 4350, 4450, 4550

Human Resource and Organization

MGMT 3610, 4540

Marketing

MKT, 3020, 3200, 3500, 4050, 4100, 4150, 4210, 4300, 4350, 4420, 4450, 4550, 4600

Management of Information Systems

MIS 4500, 4720, 4910

Supply Chain Management

MGMT 3300, 4410, 4420, 4450, 4470

Students must meet prerequisites in effect at the time of course enrollment.

Notes:

- Students must achieve a grade of "C" or better for all courses taken for the Business Analytics and Intelligence Specialization.

Students are responsible for meeting all requirements for the BSBA including specialization requirements.