WHAT YOU’LL LEARN

ESSENTIALS
• Communicate methods and findings
• Collaborate in a dynamic work environment
• Analyze business-related data
• Apply appropriate technologies

BUSINESS CORE
• Lead, manage and collaborate in diverse environments in physical and virtual settings
• Allocate financial and human resources, manage risk and analyze business opportunities
• Evaluate and solve complex business problems using numerical and qualitative data
• Use technology to develop business solutions to improve daily operations and long-term strategy

PROGRAM
• Analyze financial and statistical data using spreadsheet and database software
• Apply marketing strategies for business products and services

SPECIALIZED
• Select and apply methods to summarize data, identify patterns and make predictions
• Design databases, retrieve requested information and develop reports
• Analyze website activity and optimize websites for desired results
• Evaluate business processes and systems, recommend improvements and plan change initiatives.

ABOUT THIS DEGREE PROGRAM

A FOUNDATION IN BUSINESS
This program features a series of essential Business Core courses to help build interdisciplinary skills critical to workplace success. These courses introduce students to key disciplines that support business careers and cover concepts related to general business principles, including accounting, marketing, management and the analytic skills that inform business decision-making.

The Business Core coursework introduces students to contemporary workplace applications. In each course, the learning experience is enhanced through activities that help students apply the course material, while shaping future education and career choices.

A PROGRAM TO FUEL YOUR FUTURE
You’ll gain a deeper understanding of data and its collection, management, retrieval, analysis and utilization. This program also teaches you to manage and secure databases, identify data needs, select and apply analytical methods, develop reports and recommend actions using analytics.

IS THIS PROGRAM FOR YOU?
Interested in how data drives business decision-making? Then this program might be the right fit for you.

CAREER OPPORTUNITIES
Graduates who complete DeVry’s Bachelor’s in Business Administration degree with a specialization in Business Intelligence and Analytics Management may consider, but are not limited to, the following careers:

• Business Intelligence Developer
• Business Intelligence Analyst
• Financial Analyst
• Marketing Analyst

QUICK FACTS

124 CREDIT HOURS
minimum credit hours required for graduation

2 + 8 YEARS MONTHS
minimum length to graduation

ACCREDITATION MATTERS
The Bachelor of Science in Business Administration degree has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it meets standards of business education that promote teaching excellence.

LEARN FROM THOSE WHO LEAD
Our accomplished faculty of experienced educators is passionate about teaching and guiding students toward success. Shape and build your education with guidance from faculty who challenge you intellectually and provide insight into new learnings from their real-world knowledge and industry expertise.

MICROSOFT OFFICE PRODUCTIVITY TOOLS
To ensure you have a robust learning experience, as part of your program, you will use latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.

BE AN ACTIVE PART OF AN INCLUSIVE FUTURE
Customize your curriculum by choosing Diversity, Equity and Inclusion (DE&I) course alternates for your Communication Skills, Humanities and Social Science courses. These options highlight relevant topics to help empower you to promote an inclusive workplace.

1 128 for students enrolled at a New Jersey location. 2 127 for students enrolled at a Pennsylvania location.
3 Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at https://www.devry.edu/online-programs.html.
# Bachelor’s Degree Program | Business
Business Administration | Business Intelligence and Analytics Management

## ESSENTIALS

### COMMUNICATION SKILLS
- ENGL112 Composition
- ENGL135 Advanced Composition
- ENGL216 Technical Writing

Select one
- SPCH275 Public Speaking
- SPCH276 Intercultural Communication

### HUMANITIES
- LAS432 Technology, Society, and Culture

Select one
- ETHC334 Diversity, Equity and Inclusion in the Workplace
- ETHC445 Principles of Ethics

Select one
- HUMN303 Introduction to the Humanities
- HUMN304 Multi-Ethnic Humanities

### SOCIAL SCIENCES
- LAWS310 The Legal Environment
- SOCS185 Culture and Society

Select one
- SOCS325 Environmental Sociology
- SOCS350 Cultural Diversity in the Professions

### MATHEMATICS AND NATURAL SCIENCES
- MATH114 Algebra for College Students
- MATH221 Statistics for Decision-Making
- SCI228 Nutrition, Health and Wellness with Lab

### PERSONAL AND PROFESSIONAL DEVELOPMENT
- CARD405 Career Development
- COLL148 Critical Thinking and Problem-Solving

### BUSINESS CORE
- ACCT212 Financial Accounting
- BIS155 Data Analysis with Spreadsheets with Lab
- BUSN115 Introduction to Business and Technology
- BUSN319 Marketing
- COMP100 Computer Applications for Business with Lab
- MGMT303 Principles of Management

### BUSINESS CORE
- ACCT360 Managerial Accounting
- BIAM110 Introduction to Business Analytics
- BUSN379 Finance
- ECON312 Principles of Economics
- MGMT404 Project Management

### ELECTIVES
- Two of:
  - BUSN350 Business Analysis
  - CEIS110 Introduction to Programming
  - MGMT408 Management of Technology Resources

- One of:
  - BUSN412
  - GSCM206

### SENIOR PROJECT
- BUSN460 Senior Project

### SPECIALIZED
- BIAM300 Managerial Applications of Business Analytics
- BIAM400 Applied Business Analytics
- BIAM410 Database Concepts in Business Intelligence
- BIAM420 Introduction to Internet Analytics
- BUSN350 Business Analysis
- GSCM206 Managing Operations Across the Supply Chain
- GSCM209 Supply Chain Management Decision Support Tools and Applications

### PROGRAM

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<th>FINANCE AND MANAGEMENT</th>
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1 14 credit hours for students enrolled at a New Jersey location.
2 Students enrolled at a New Jersey location take ENGL108 in lieu of this course.
3 Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.
4 12 credit hours for students enrolled at a Pennsylvania location.
5 Students enrolled at a Nevada location must take POLI133 in lieu of this requirement.
6 11 credit hours for students enrolled at a New Jersey location.
7 Students enrolled at a New Jersey location may take PHYS204 or SCI200 to fulfill this requirement.
8 Students enrolled at a New Jersey location, where the additional credit hours satisfy the Electives course area requirement.
9 Students enrolled at a New Jersey location must also take the following to fulfill this requirement: BUSN380; BUSN412; GSCM206.

This icon indicates Diversity, Equity & Inclusion Courses