

Bachelor's Degree Program BUSINESS ADMINISTRATION

Specialization: **Business Intelligence and Analytics Management**

ABOUT THIS DEGREE PROGRAM

Businesses large and small are the core of the American economy. Earning a bachelor's degree in Business Administration at DeVry University can help you develop the skills needed to work in many business areas and industries, such as accounting, project management, entrepreneurship, marketing, and human resources.

The Business Administration degree program is designed to prepare students to meet the challenges of a high-tech, global marketplace by bringing the real world into the classroom. Through experiential projects, you can develop the skills and business acumen needed in today's business world.

This program is designed to accommodate students with a wide range of experiences, including those with little or no prior college education or work experience. If you have prior work or educational experience, you may also want to consider our Technical Management or Management degree programs, which are available with many of the same specializations.

DID YOU KNOW?

DeVry University's Bachelor of Science in Business Administration program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) www.acbsp.org, demonstrating that it has met the standards of business education that promote teaching excellence.



GENERAL EDUCATION COURSEWORK

Communication Skills

ENGL112 ¹	Composition
ENGL135	Advanced Composition
ENGL216	Technical Writing
SPCH275	Public Speaking

Humanities

HUMN303	Introduction to the Humanities
ETHC445	Principles of Ethics
LAS432	Technology, Society, and Culture

Social Sciences

SOCS185	Culture and Society
SOCS325 ²	Environmental Sociology
LAWS310 ³	The Legal Environment

Mathematics and Natural Sciences

MATH114	Algebra for College Students
MATH221	Statistics for Decision-Making
SCI228 ⁴	Nutrition, Health and Wellness with Lab

Personal and Professional Development

CARD405	Career Development
COLL148	Critical Thinking and Problem-Solving

¹ Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

² Certain students enrolled as online students are assigned PSYC307 in lieu of this requirement.

³ Students enrolled at a Nevada location must take POLI332 in lieu of this requirement.

⁴ Students enrolled at a New Jersey location may take PHYS204 or SCI200 to fulfill this requirement.

CORE-DEGREE COURSEWORK

Business Core⁵

ACCT212	Financial Accounting
ACCT346	Managerial Accounting
BIS155	Data Analysis with Spreadsheets with Lab
BIS245	Database Essentials for Business with Lab
BUSN115	Introduction to Business and Technology
BUSN319	Marketing
BUSN379	Finance
COMP100	Computer Applications for Business with Lab
ECON312	Principles of Economics
MGMT303	Principles of Management
MGMT404	Project Management

Senior Project

BUSN460	Senior Project
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Electives

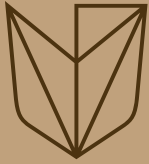
The following suggested electives ensure students meet prerequisite requirements and offer applied tech skills for today's business world. Qualifying prior college coursework not meeting other program requirements may be applied toward the elective hours. Students may request alternate elective courses through academic advising.

CIS115	Logic and Design
MGMT408	Management of Technology Resources
SEC310	Principles and Theory of Security Management

⁵ Students enrolled at a New Jersey location must also take the following to fulfill this requirement:

- (a) all of: BUSN412; GSCM206
- (b) one of: BUSN369; INTP491 and INTP492

Programs, course requirements and availability vary by location. Some courses may be available online only. All students enrolled in site-based programs will be required to take some coursework online and, for some programs and locations, a substantial portion of the program may be required to be completed online. DeVry's academic catalog, available via devry.edu/catalogs, contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing.



Bachelor's Degree Program | Business Administration

SPECIALIZATION: BUSINESS INTELLIGENCE AND ANALYTICS MANAGEMENT

COLLEGE OF
BUSINESS & MANAGEMENT

ABOUT THIS SPECIALIZATION

DeVry University's bachelor's degree program in Business Administration can help prepare you for the workplace with a solid business foundation. Our specialization in Business Intelligence and Analytics Management can further focus your studies.

Businesses rely on data to drive strategies for improving their revenue growth, increasing their profitability and boosting their competitive advantage. Their ability to collect data on customers, suppliers, competitors and inventory is growing by the day — but the volume and complexity of the information they gather is increasing, too. Business intelligence and analytics management is the science of processing business data, identifying patterns and correlations, and using that information to develop insights and strategic direction.

In our Business Intelligence and Analytics Management specialization, you can learn about a range of analytical tools and how to apply them. The curriculum will immerse you in the essential aspects of the field, including applications, databases and data modeling, as well as related topics such as accounting, electronic business management and e-commerce.

Graduates of DeVry University's Business Administration program with a specialization in Business Intelligence and Analytics Management may consider careers including, but not limited to, the following:

- Business Analysis Manager
- Business Analyst
- Business Intelligence Administrator
- Business Intelligence Analyst
- Business Intelligence Developer
- Business Intelligence Manager
- Financial Analyst
- Marketing Analyst

Employment in some occupations may require years of relevant experience.

For comprehensive consumer information, visit devry.edu/studentconsumerinfo. Important information about the education debt, earnings and completion rates of students who attended this program can be found at devry.edu/bba-ge. For additional program information, visit devry.edu/bba.

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), www.hlcommission.org. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus – 2450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation by the THEC, www.tn.gov/thec. Nashville Campus - 3343 Perimeter Hill Dr., Nashville, TN 37211. To report unresolved complaints to the Illinois Board of Higher Education, visit their webpage at <http://complaints.ibhe.org/> or by mail to the Illinois Board of Higher Education, 1 N. Old State Capitol Plaza, Suite 333, Springfield, IL 62701-1377. Program availability varies by location. ©2017 Adtalem Global Education. All rights reserved. Version 08/14/17

KNOWLEDGE AND SKILLS

ANALYSIS AND EXECUTION — Understand how to interpret business needs to choose applications and define operational requirements.

TECHNICAL SKILLS — Explore ways to use software packages to analyze financial data, see trends, create portfolios and make forecasts.

ADMINISTRATION AND MANAGEMENT — Understand business and management principles involved in strategic planning, resource allocation, production methods and coordination of people and resources.

CRITICAL THINKING — Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

JUDGMENT AND DECISION MAKING — Consider the relative costs and benefits of potential actions to choose the most appropriate one.

COMPLEX PROBLEM SOLVING — Identify complex problems and review related information to develop and evaluate options, and implement solutions.

PROGRAM-SPECIFIC COURSEWORK

Business Intelligence and Analytics Management

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