

BUSINESS ADMINISTRATION

Specialization: Business Intelligence and Analytics Management



ABOUT THIS DEGREE PROGRAM

BUSINESS CORE

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

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 Analyst
- Business Intelligence Administrator
- Business Intelligence Analyst
- Financial Analyst
- Data Quality Analyst
- Database Analyst

WHAT YOU'LL LEARN

ESSENTIALS

- Communicate methods and findings
- Collaborate in a dynamic work environment

BUSINESS CORE

- Lead, manage and collaborate in diverse environments in physical and virtual settings
- Explore basic analytical methods for data creation, collection and utilization
- 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

- Use managerial and cost accounting techniques to address business challenges
- Explore corporate finance principles and the practical tools necessary for effective financial planning and decision-making
- Understand economic fundamentals and real-world applications for effective planning in micro and macro contexts
- Utilize core project management principles to create essential documents for effective communication and project planning

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
- Using predictive analytics and data visualization as a driver for effective business decisions utilizing regression methods
- Identify and analyze risk types and risk mitigation strategies to evaluate how potential issues may negatively impact business outcomes.

QUICK FACTS

124
CREDIT HOURS
minimum credit hours
required for graduation¹

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.



ACCELERATE ON YOUR SCHEDULE

Choose the schedule that best fits your goals and commitments. You can earn your **Bachelor's Degree** in as little as **2 years 8 months**.

Or, follow a normal schedule and complete your program in 4 years.

*Minimum completion time does not include breaks and assumes 3 semesters of year-round, full-time enrollment in 12-19 credit hours a semester per 12-month period.

**Normal completion time includes breaks and assumes 2 semesters of enrollment in 12-19 credit hours per semester per 12-month-period.

¹127 for students enrolled at a New Jersey location.

Business Administration | Business Intelligence and Analytics Management

ESSENTIALS

50
CREDIT HOURS

COMMUNICATION SKILLS¹

| | |
|----------------------|----------------------|
| ENGL112 ² | Composition |
| ENGL135 | Advanced Composition |
| ENGL216 | Technical Writing |
| SPCH275 | Public Speaking |

HUMANITIES

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

SOCIAL SCIENCES

| | |
|----------------------|---------------------------|
| PSYC305 ³ | Motivation and Leadership |
| SOCS185 | Culture and Society |

Select one

| | |
|---------|-------------------------|
| LAWS310 | The Legal Environment |
| SOCS325 | Environmental Sociology |

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

21
CREDIT HOURS

BUSINESS CORE^{4,5}

| | |
|----------------|---|
| BIAM110 | Introduction to Business Analysis |
| 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 |
| <i>One of:</i> | |
| ACCT207 | Fundamentals of Accounting |
| ACCT212 | Financial Accounting |

PROGRAM

26
CREDIT HOURS

PLANNING AND COMMUNICATION

| | |
|------------------------|---------------------------------------|
| BUSN315 ^{6,7} | Contemporary Business |
| BUSN379 | Finance |
| ECON312 | Principles of Economics |
| <i>Select one</i> | |
| MGMT404 | Project Management |
| PROJ404 | Project Management for the Profession |

ELECTIVES

Electives may be chosen from courses listed in the Course Descriptions section of the [Academic Catalog](#) provided they are not used to meet other graduation requirements and prerequisites are met. 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 elective hours.

| | |
|---------|------------------------------------|
| ACCT360 | Managerial Accounting |
| BIS310 | Compliance and Security Management |

SENIOR PROJECT

| | |
|---------|----------------|
| BUSN460 | Senior Project |
|---------|----------------|

SPECIALIZED

27
CREDIT HOURS

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 |
| BIAM430 | Introduction to Visualization and Predictive Analytics |
| BUSN340 | Introduction to Risk Analysis |
| <i>One of:</i> | |
| BIAM320 | Analytics in the Business Environment |
| BUSN350 | Business Analysis |
| LEAD430 | Consulting and Problem-Solving |

¹14 for students enrolled at a New Jersey location.

²Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

³Students enrolled at a Nevada location must take POL1332 in lieu of this requirement.

⁴Students enrolled at a New Jersey location must also take BUSN369, BUSN412 and GSCM206 to fulfill this requirement.

⁵30 for students enrolled at a New Jersey location, where the additional credit hours satisfy the Elective course area requirement.

⁶Students attending a New Jersey location and selecting the Accounting major/concentration must take ACCT360.

⁷Students attending a New Jersey location and selecting the Human Resource Management major/concentration must take MGMT410.

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