

# MANAGEMENT

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 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

In this program, you'll cover the fundamentals of managing business intelligence initiatives. You will learn how to use data and technology to answer questions, solve problems and examine information that drives modern business.

#### IS THIS PROGRAM FOR YOU?

Interested in using data and technology to solve business problems? Then this program might be the right fit for you.

## CAREER OPPORTUNITIES

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

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

## WHAT YOU'LL LEARN

### ESSENTIALS

- Communicate methods and findings
- Collaborate in a dynamic work environment
- Apply appropriate technologies

### BUSINESS CORE

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

### PROGRAM

- Apply leadership, resource management and conflict management techniques to solve business problems
- Apply managerial theories and techniques to improve organizational performance and foster continuous improvement
- Effectively communicate business information

### 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

## QUICK FACTS

**122**  
CREDIT HOURS  
minimum credit hours required for graduation<sup>1</sup>

**6%**  
GROWTH  
nationally from 2020-2030 for employment of Financial Analysts<sup>2</sup>

**2 + 8**  
YEARS MONTHS  
minimum length to graduation<sup>3</sup>



### ACCREDITATION MATTERS

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



### 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.



### 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.



### 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.

<sup>1</sup> 125 for students enrolled at a Pennsylvania location. <sup>2</sup> <https://www.bls.gov/ooh/business-and-financial/financial-analysts.htm>, Growth projected on a national level. Local growth will vary by location.

<sup>3</sup> Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/online-programs.html>.

# Management | Business Intelligence and Analytics Management

## ESSENTIALS

**40**  
CREDIT HOURS

### COMMUNICATION SKILLS

ENGL112	Composition
ENGL135	Advanced Composition

### HUMANITIES

LAS432	Technology, Society, and Culture ☼
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#### Select one

ETHC334	Diversity, Equity and Inclusion in the Workplace ☼
ETHC445	Principles of Ethics

### SOCIAL SCIENCES

ECON312	Principles of Economics
SOCS185 <sup>1</sup>	Culture and Society ☼

### MATHEMATICS AND NATURAL SCIENCES

MATH114	Algebra for College Students
MATH221	Statistics for Decision-Making
SCI228 <sup>2</sup>	Nutrition, Health and Wellness with Lab

### ADDITIONAL GENERAL EDUCATION SELECTION

#### Select one

SPCH275	Public Speaking
SPCH276	Intercultural Communication ☼

### PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD405	Career Development
COLL148	Critical Thinking and Problem-Solving

☼ This icon indicates Diversity, Equity & Inclusion Courses

## BUSINESS CORE

**18**  
CREDIT HOURS

### BUSINESS CORE

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
<b>Select one<sup>3</sup></b>	
ACCT207	Fundamentals of Accounting
ACCT212	Financial Accounting

## PROGRAM

**37**  
CREDIT HOURS

### MANAGEMENT AND TECHNOLOGY

BIAM110	Introduction to Business Analytics
BUSN278	Budgeting and Forecasting
BUSN369	International Business
LEAD335	Cross-Cultural Leadership
MGMT410	Human Resource Management
<b>Select one<sup>3</sup></b>	
MGMT404	Project Management
PROJ404	Project Management for the Profession

### COMPUTING

CEIS110	Introduction to Programming
CEIS150	Programming with Objects
CEIS209	Intermediate Programming

### SENIOR PROJECT

BUSN460	Senior Project
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## 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
BUSN350	Business Analysis
GSCM206	Managing Operations Across the Supply Chain

<sup>1</sup>Students enrolled at a Nevada location take POLI332.

<sup>2</sup>Ohio residents enrolled as online students, and students enrolled at an Ohio location, must take an additional natural sciences course from those with designators BIOS, PHYS or SCI as part of this requirement.

<sup>3</sup>Students selecting the Project Management concentration must take PROJ404.

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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](http://www.hlcommission.org). The University's Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 1400 Crystal Dr., Ste. 120, Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the [Tennessee Higher Education Commission](http://www.tn.gov/highered). Naperville Campus: 1200 E. Diehl Rd., Naperville, IL 60563. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program.