Bachelor’s Degree Program
MANAGEMENT
Specialization: Business Intelligence and Analytics Management

ABOUT THIS DEGREE PROGRAM

The bachelor’s degree in Management at DeVry University can help you develop the management skills needed to work in many business areas and industries, such as accounting, project management, entrepreneurship, marketing, and human resources. If you’re currently employed, this can be a great way to further develop your management skills.

Our Management 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 degree program which is available with many of the same specializations.

GENERAL EDUCATION COURSEWORK

Communication Skills
ENGL112 Composition
ENGL135 Advanced Composition

Humanities*
ETHC445 Principles of Ethics
LAS432 Technology, Society and Culture

Social Sciences
ECON312 Principles of Economics
SOCI185 Culture and Society

Mathematics and Natural Sciences
MATH114 Algebra for College Students
MATH121 Statistics for Decision-Making
SCI228 Nutrition, Health and Wellness with Lab

Additional General Education Selection
SPCH275 Public Speaking

Personal and Professional Development
CARD405 Career Development
COLL148 Critical Thinking and Problem-Solving

CORE-DEGREE COURSEWORK

Business, Management and Technology
ACCT212 Financial Accounting
BISI55 Data Analysis with Spreadsheets with Lab
BIS245 Database Essentials for Business with Lab
BUSN115 Introduction to Business and Technology
BUSN278 Budgeting and Forecasting
BUSN319 Marketing
CISI15 Logic and Design
CISI206 Architecture and Operating Systems with Lab
COMP100 Computer Applications for Business with Lab
MGMT303 Principles of Management
MGMT404 Project Management
MGMT410 Human Resource Management

Senior Project
BUSN460 Senior Project

Computing
CISI70C Programming with Lab
CISI247C Object-Oriented Programming with Lab
COMP230 Introduction to Scripting and Database with Lab

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.

1 Ohio residents enrolled as online students, and students enrolled at an Ohio location, must take an additional natural sciences course from those with prefixes BIOS, PHYS, or SCI as part of this requirement.
2 Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.
Bachelor’s Degree Program | Management

SPECIALIZATION: BUSINESS INTELLIGENCE AND ANALYTICS MANAGEMENT

ABOUT THIS SPECIALIZATION

DeVry University’s bachelor’s degree program in Management 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 Management 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.

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.

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/bm-ge.

For additional program information, visit devryedu/bm.

In New York, DeVry University operates as DeVry College of New York.
DeVry University is accredited by The Higher Learning Commission (HLC), http://www.hlcommission.org. Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate in the state of Virginia. www.vacac.org/.
DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission. www.tn.gov/thec

In site-based programs, students will be required to take a substantial amount of coursework online to complete their program.

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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