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 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 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
- 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.

QUICK FACTS

124
CREDIT HOURS
minimum credit hours required for graduation[1,2]

2 + 8
YEARS   MONTHS
minimum length to graduation[3]

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.

ACBSP ACCREDITED

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.

LEARN FROM THOSE WHO LEAD

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.

Microsoft

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.

DIVERSITY, EQUITY & INCLUSION

DeVry University

Business Administration | Business Intelligence and Analytics Management

ESSENTIALS

50 CREDIT HOURS

COMMUNICATION SKILLS

ENGL112[1]   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[2]   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

✪ This icon indicates Diversity, Equity & Inclusion Courses

BUSINESS CORE

18 CREDIT HOURS

BUSINESS CORE[3]

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

PROGRAM

29 CREDIT HOURS

FINANCE AND MANAGEMENT

ACCT360   Managerial Accounting
BIAM110   Introduction to Business Analytics
BUSN379   Finance
ECON312   Principles of Economics
Select one[5]
MGMT404   Project Management
PROJ404   Project Management for the Profession

ELECTIVES[6]

Two of
BUSN350   Business Analysis
CEIS110   Introduction to Programming
LEAD150   Leadership and Facilitating Change
LEAD200   Communication for a Diverse Workplace
MGMT408   Management of Technology Resources
One of
BUSN278   Budgeting and Forecasting
LEAD335   Cross-Cultural Leadership
SEC310   Principles and Theory of 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
BUSN350   Business Analysis
GSCM206   Managing Operations Across the Supply Chain
GSCM209   Supply Chain Management Decision Support Tools and Applications

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

[2] Students enrolled at a Nevada location must take POLI332 in lieu of this requirement.

[3] Students enrolled at a New Jersey location must also take the following to fulfill this requirement: BUSN369; BUSN412; GSCM206.

[4] Students selecting the Accounting or Finance major/concentration must take ACCT212.

[5] Students selecting the Project Management major/concentration must take PROJ404.

[6] Students selecting the Accounting concentration who are interested in sitting for the CPA exam in Texas completing ACCT434, ACCT404 and MGMT330 as elective course options. Successful completion of topics presented in these courses in required to sit for the CPA exam in Texas. Additional requirements also apply to students wishing to sit for the CPA exam; students should check with the Texas Board of Public Accountancy for details.

DeVry University