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
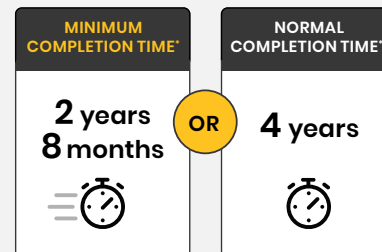
SPECIALIZED

- 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 graduation[1]

ACCREDITATION MATTERS

ACBSP ACCREDITED

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.

MINIMUM COMPLETION TIME*

2 years 8 months

OR

NORMAL COMPLETION TIME**

4 years

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.

[1]127 for students enrolled at a New Jersey location.

DeVry University

Business Administration | Business Intelligence and Analytics Management

ESSENTIALS
50 CREDIT HOURS

COMMUNICATION SKILLS[1]

ENGL112[2]	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

PSYC305[3]	Motivation and Leadership
SOCS185	Culture and Society ⬙

Select one

LAWS310	The Legal Environment
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
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

One of:

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

Select one

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
LEAD200	Communication for a Diverse Workplace

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

One of:

BIAM320	Analytics in the Business Environment
BUSN350	Business Analysis
LEAD430	Consulting and Problem-Solving

[1] 14 for students enrolled at a New Jersey location.
[2] Students enrolled at a New Jersey location take ENGL108 in lieu of this course.
[3] Students enrolled at a Nevada location must take POLI332 in lieu of this requirement.
[4] Students enrolled at a New Jersey location must also take BUSN369, BUSN412 and GSCM206 to fulfill this requirement.
[5] 30 for students enrolled at a New Jersey location, where the additional credit hours satisfy the Elective course area requirement.
[6] Students attending a New Jersey location and selecting the Accounting major/concentration must take ACCT360.
[7] Students attending a New Jersey location and selecting the Human Resource Management major/concentration must take MGMT410.

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