BUSINESS MANAGEMENT
Specialization: Business Analytics

ABOUT THIS DEGREE PROGRAM

EMPOWERING EMERGING MANAGERS AND TEAM LEADERS

This program is designed to support students seeking to sharpen their managerial skills for a broad range of industries and organizational situations. Coursework provides a foundation of managerial principles to help students develop their leadership potential and complement their operational experience. The curriculum explores essential business topics, provides opportunities to specialize and integrates elective courses enabling students to develop skills to drive organizational change, manage projects, and achieve strategic and operational objectives.

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 Business Management degree with a specialization in Business Analytics may consider, but are not limited to, the following careers:

- Business Analyst
- Business Intelligence Administrator
- Business Intelligence Analyst
- Business Intelligence Developer
- 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
- 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 data
- Use technology to develop business solutions to improve daily operations and long-term strategy

PROGRAM
- Develop fundamental competencies necessary to align financial decisions with operational goals
- Develop an understanding of cross-cultural leadership dynamics, strategies for managing diverse teams, and skills for effective communication and research
- Utilize core project management principles to create essential documents for effective communication

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 impact business outcomes.

QUICK FACTS

122
CREDIT HOURS
minimum credit hours required for graduation

10%
GROWTH
nationally from 2022-2032 for employment of Management Analysts[1]

ACCREDITATION MATTERS

ACBSP ACCREDITED

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), demonstrating that it meets standards of business education that promote teaching excellence.

MINIMUM COMPLETION TIME*

2 years 8 months

OR

NORMAL COMPLETION TIME**
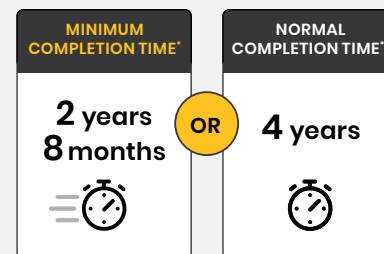
4 years

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.

DeVry University

Business Management | Business Analytics

ESSENTIALS
40 CREDIT HOURS

COMMUNICATION SKILLS

ENGL112	Composition
ENGL135	Advanced Composition

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

SOCIAL SCIENCES

ECON312	Principles of Economics
SOCS185[1]	Culture and Society ⍟

MATHEMATICS AND NATURAL SCIENCES

MATH114	Algebra for College Students
MATH221	Statistics for Decision-Making
SCI228[2]	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

BIAM110	Introduction to Business Analytics
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

Select one[3]

ACCT207	Fundamentals of Accounting
ACCT212	Financial Accounting

PROGRAM
35 CREDIT HOURS

LEADERSHIP AND OPERATIONS

BUSN278	Budgeting and Forecasting
BUSN369	International Business
BUSN379	Finance
LEAD335	Cross-Cultural Leadership
MGMT410	Human Resource Management

Select one

MGMT404	Project Management
PROJ404	Project Management for the Profession

ELECTIVES

Electives may be chosen from courses listed in the Academic Catalog provided they are not used to meet any other graduation requirements and prerequisites are met. The following are suggested electives.

ACCT360	Managerial Accounting
BUSN350	Business Analysis
TECH408	Applied AI for Management and Technology

To satisfy the Electives requirement, students who meet eligibility requirements may take up to three courses from the following graduate-level courses offered by the University's Keller Graduate School of Management. Credits earned for each course also satisfy requirements within certain Keller master's degree and graduate certificate programs. Additional information is available from student support advisors and in the Keller Graduate School of Management academic catalog.

HRM587G	Managing Organizational Change
LEAD570G	Leadership in the Age of AI
MIS540G	Innovation Through Technology
MIS548G	AI Applications for Business

SENIOR PROJECT

BUSN460	Senior Project

SPECIALIZED
27 CREDIT HOURS

BUSINESS ANALYTICS

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]Students enrolled at a Nevada location take POLI332.

[2]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.

Get a Head Start on Your Master's Degree

Take your degree to the next level with the Keller Credit Pathway

Eligible Bachelor's in Business Management students may save time and money by enrolling in **up to 3 graduate-level elective courses (9 credit hours)** helping to fast-track select Keller Graduate School of Management degrees.

For more information, refer to https://www.devry.edu/d/keller-credit-pathway.pdf

⍟ This icon indicates Diversity, Equity & Inclusion Courses

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