



BUSINESS ADMINISTRATION

BUSINESS ANALYTICS EMPHASIS



University of Findlay®

Program Overview

In an increasingly data-driven world, businesses are leveraging information to gain a key, competitive advantage. Corporate investment and jobs in business analytics are expected to grow as businesses need to make sense of the data they are collecting. Business analytics refers to the knowledge, skills, and competencies required for the methodical exploration and investigation of business data. This includes using predictive and prescriptive statistical tools to support decision-making and to gain insight of business performance. There is a growing need in the market for well-rounded graduates who are able to transform data into meaningful information that can be used for strategic decision-making.

The Business Analytics Emphasis provides students with the skills to collect, analyze, understand, and interpret data. It exposes students to a variety of information systems and data through a series of business analytics courses. Students will also be provided with hands-on experience of statistical tools used in the business environment using data provided by industry partners. Our curriculum is designed to support a seamless transition from student to business professional.

Research tells us there is a significant and growing need for young professionals with strong quantitative and analytical skills. Besides being an in-demand skill, business analytics can lead to a wide array of career opportunities, from marketing to information technology to finance.

WHY BUSINESS ANALYTICS?

The work of management analysts in business analytics may vary from project to project. Some projects require a team of analysts, each specializing in one area. On other projects, analysts work independently with the client organization's managers. Understanding and leveraging business insights through analytics provides skilled individuals and businesses a competitive advantage in today's marketplace.

13:1

student-to-faculty ratio ensures individual attention

7

COBH Emphasis Areas allow students to narrow in on their interest

24

average ACT score of UF incoming freshmen

RECENT GRADS WERE HIRED AT COMPANIES LIKE THESE:



STUDENT ORGANIZATIONS AND UNIQUE OPPORTUNITIES

- Accounting Club
- Delta Mu Delta
- Investments Club
- Marketing Club
- Empowerment of Business-Oriented Women (BOW)
- Innovation Competition
- Oiler 10
- Dana Scholars
- B.O.L.D. Student Ambassador
- NGA Competition
- Bravely Leading Women's Leadership Conference

ACCREDITATION



We are proud to have earned ACBSP's accredited status for our Bachelor of Science business majors along with nearly all of our MBA degrees.

Four-Year Business Programs CORE (41 credit hours required)

ACCT 220	Principles of Financial Accounting.	3
ACCT 221	Principles of Managerial Accounting.	3
BUAD 101	First-Year Experience for Business Majors.	2
BUAD 211	Business Communications.	3
or		
ENGL 272	Introduction to Technical Communication.	3
BUAD 220	Principles of Management.	3
BUAD 310	Business Law-Contracts and Negotiable Instruments.	3
BUAD 323	Organizational Leadership.	3
BUAD 370	Introduction to Business Analytics.	3
BUAD 390	Business Research	3
BUAD 493	Business Policy/Strategic Management	3
ECON 200	Principles of Macroeconomics.	3
ECON 201	Principles of Microeconomics	3
FNCE 300	Principles of Finance	3
MRKT 220	Principles of Marketing	3

CORE+

CORE+ is UF's unique general education program. It provides the foundation of UF's liberal arts education and helps to develop the soft skills that are highly valued by today's employers. Students take 42 credit hours in the following categories:

- C - Critical Thinking
- O - Oral and written communication
- R - Relationships to the real world
- E - Engagement for meaningful lives and productive careers
- + - Experiential learning

Business Analytics Emphasis Required Courses

CSCI 285	SQL & Business Intelligence Tools for Decision Making.	3	MATH 221	Integrated Statistical Analysis	4
CSCI 423	Statistical Methods of Business Analytics	3	PHIL 224	Ethics and Technology	3
CSCI 424	Data Mining Methods of Business Analytics	3	SYSA 340	Management Information Systems	3
MATH 133	Applied Calculus	3			

Business Analytics Emphasis Elective Courses (select three courses)

ACCT 350	Accounting Information Systems.	3	MATH 400	Topics in Mathematics	3
CSCI 490	Database Management Systems	3	MRKT 370	Principles of Social Media	3
ECON 350	Principles of Econometrics.	3	SYSA 360	Operations Management.	3
MATH 342	Linear Algebra	3			



"Prepared me for the real world."

"UF's College of Business has already prepared me for the real world with just a few semesters under my belt. I've learned how to build connections, maintain a strong work ethic, not be afraid to take a big leap, and so much more. I'm forever grateful for what the COB has provided me with this far and cannot wait to see what the future holds."

– Kaylee Pajor



University of Findlay

OFFICE OF ADMISSIONS

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APPLY