BUSINESS ANALYTICS PROGRAM

College of Business and Public Management

Overview

Business Analytics Program
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Program of Study

The Business Analytics major answers a persistently growing call by the job market demanding students with the right skills to make successful data-driven decisions. Students majoring in Business Analytics will learn to understand and analyze data, develop strategies to make data-driven decisions, leverage technology to make their work more efficient, and use an ethical mindset to guide their decisions. These skills provide our students with an invaluable edge when they apply for jobs in the business sector.

Programs

Major

- B.S. in Business Analytics (http://catalog.wcupa.edu/undergraduate/business-public-management/business-analytics-program/business-analytics-bs/)

Minor

- Business Analytics (http://catalog.wcupa.edu/undergraduate/business-public-management/business-analytics-program/business-analytics-minor/)

Policies

- See undergraduate admissions information. (http://catalog.wcupa.edu/general-information/admissions-enrollment/undergraduate-admissions/)
- See academic policies. (http://catalog.wcupa.edu/undergraduate/academic-policies-procedures/)

All undergraduate students are held to the academic policies and procedures outlined in the undergraduate catalog. Students are encouraged to review departmental handbooks for program tips, suggested course sequences, and explanations of procedures. When applicable, additional policies for specific department programs may be listed below.

Courses

BUA

BUA 400. Senior Seminar in Business Analytics. 3 Credits.
This business analytics capstone course offers senior majors an extensive overview of the most current trends, contemporary issues, and best practices in the data science field. Students will gain an in-depth understanding of these topics and apply their analytical abilities to work on a capstone project. Upon completion, students will have a comprehensive understanding of business analytics and be prepared to tackle the challenges of the data science industry.
Pre / Co requisites: BUA 400 requires prerequisites of either FIN 385 or ECO 362, and a minimum cumulative GPA of 2.50.
Gen Ed Attribute: Speaking Emphasis, Writing Emphasis.
Distance education offering may be available.
Typically offered in Fall, Spring, Summer, Winter.

BUA 480. Business Analytics Internship. 2-6 Credits.
This business analytics internship course is designed to enhance the student's educational experience by providing substantive work experience in business analytics.
Pre / Co requisites: BUA 480 requires prerequisites of FIN 336 or ECO 361, and a minimum cumulative GPA of 2.50. Business analytics majors only.
Consent: Permission of the Department required to add.
Typically offered in Fall, Spring, Summer, Winter.
Repeatable for Credit.