

BUSINESS DATA ANALYTICS, CONCENTRATION

The business data analytics curriculum is designed to prepare students for professional employment in a wide variety of business firms managing and analyzing the ever-increasing flows of data resulting from normal business operations and processes. Utilization of these new sources of value requires business professionals with the analytic and visualization skills and training to put these new resources to work to solve business problems.

Learning Objectives for the Business Data Analytics Concentration

Upon completion of a concentration in business analytics, the students will be able to do the following:

- Find sources of data and demonstrate different methods for data collection.
- Demonstrate methods to transform data into useful, actionable information for solving business problems.
- Use modeling techniques to discover relationships among data.
- Use information-processing tools and models applicable to business management and decision making.
- Identify the regulations, privacy concerns, security issues, and ethical considerations of data management.
- Apply data discovery, organization, modeling, visualization, and analysis to a real-world project.

Concentration Requirements

The following courses are required for the business data analytics concentration:

Code	Title	Hours
DA 348	Data Discovery and Management	3
DA 358	Data Methods and Warehousing	3
DA 368	Data Mining and Modeling	3
DA 478	Data Analytics Applied - Practicum	3
Graded upper-division elective hours in accounting, business, business data analytics, or economics		12
Total Hours		24