

Business Analytics- Bachelor of Science in Business

For information, contact the Department of Information Systems and Analytics, 3095 FSB, 513-529-4826.

The Business Analytics major provides the managerial and technical skills to leverage data for decision making in an organization. The major focuses on the use of data to guide evidence-based decision-making. Analytics combines numerous traditional disciplines including information systems and statistics. This major provides a framework for the collection and use of data; for analyzing structured and unstructured data; and for developing models to describe and predict behavior in data-rich environments.

Code	Title	Credit Hours
Required Courses		18
ISA 245	Database Systems and Data Warehousing	
ISA 281	Concepts in Business Programming	
ISA 291	Applied Regression Analysis in Business	
ISA 401	Business Intelligence and Data Visualization	
ISA 414	Managing Big Data	
ISA 491	Introduction to Data Mining in Business	
Select two of the following. At least one must be an ISA course.		6
ECO 411	Advanced Empirical Methods	
ISA 321	Quantitative Analysis of Business Problems	
ISA 365	Statistical Monitoring and Design of Experiments	
ISA 444	Business Forecasting	
ISA 496	Business Analytics Practicum	
STA 402	Statistical Programming	
STA 404	Advanced Data Visualization	
STA 432	Survey Sampling in Business	
Total Credit Hours		24

Note: Information systems majors or information and cybersecurity management majors must take 18 hour beyond the business core not also counting in the Major.

Note: Students taking the Business Analytics Major may not take the Business Analytics Track in the Analytics Co-major