

## Tobin College of Business Academic Highlights

**Major: Business Analytics**

### **Why should you study Business Analytics as your major?**

Business Analytics is one of the most exciting and rewarding majors of the 21st century. Indeed, various external data and surveys point to a significant growth in the demand for analytical skill in different disciplines, most notably in business. In today's economy where we face constant changes, analytical skills are one of the few skills that are easily transferable across different business and even non-business disciplines. Furthermore, the compensation for graduates in Business Analytics remains as one of the highest in the [business disciplines](#).

### **Why should you study Business Analytics at the Tobin College of Business?**

The university introduced the bachelor of science major in Business Analytics in the fall of 2019. Currently, over 100 undergraduate and graduate students are enrolled with major, minor, and MBA concentrations in Business Analytics. This growth in size and increased scope are among the factors that can produce success for incoming students such as yourself. For example, with a dedicated faculty made up of scholars in the field along with practitioners from industry, many of whom work in Manhattan—the financial capital of the world—or have their own consultancy business, the Business Analytics Department is in a unique position to offer outstanding academic training and real-world experiences that will prepare students to soar upon graduation.

To prepare our students to deal with challenges of real business world, the department of Business Analytics offers curriculum based on using the latest analytical tools in an interactive and dynamic class environment. Students and faculty use the **Business Analytics Laboratory** to explore and analyze real world business data. Our courses include Business Analytics, Data Visualization, Big Data and Data Mining, Predictive Analytics and Forecasting, Machine Learning for Business, and Sport Analytics.

During the last couple of years, the Tobin College of Business has achieved many successes. The Tobin College of Business is accredited by the Association to Advance Collegiate Schools of Business ([AACSB](#)). Only a very limited number of business schools in the New York area have achieved such a prestigious accreditation. In 2020, the Tobin College of Business was ranked 58th among all undergraduate business schools in the United States by [Poets & Quants](#). These achievements are the result of hard work by our students, alumni, faculty, and administration.

State-of-the-art technology is also a big part of the experience the Tobin College of Business. The newly renovated building that houses The Tobin College of Business recently received recognition from [American School & University](#) for its “outstanding design.” The building includes an equally impressive **Business Analytics Laboratory** that features a 76-foot-long LED stock market ticker, 40-workstations with 27-inch monitors, and multiple Bloomberg Terminal licenses.

Our students at the Tobin College of Business from early on in their academic career are able to cultivate the skills of networking and combine them with superb analytics skills. As a result, we have observed a significant industry interest to offer our students both internships and full time job opportunities in various business areas.

The Tobin College of Business at St. John’s University has one of the largest networks of alumni in the New York Area. Many of our alumni are in higher managerial positions which enable them to provide valuable information and insight to our current students. A very active network of our alumni has been pivotal to connect our students to job opportunities in various business disciplines. Furthermore, the career center located in the Tobin College of Business building prepares our students from as early as freshman year to proactively seek internships and longer term career opportunities.