



# ST. JOHN'S UNIVERSITY

THE PETER J. TOBIN  
COLLEGE OF BUSINESS

## BACHELOR OF SCIENCE IN BUSINESS ANALYTICS

As the era of generating enormous amounts of data continues to expand, the demand for well-educated experts to analyze data has increased. In the business arena, business practitioners armed with analytical tools turn raw data into meaningful and tangible business solutions. Indeed, in today's data-driven world, analytical tools are becoming indispensable in organizational decision making.

Considering massive interest in Business Analytics, where business decision modeling is in high demand by employers, the Department of Business Analytics and Information Systems at The Peter J. Tobin College of Business offers a well-rounded curriculum designed to sharpen your analytical abilities and provide you with a solid background in quantitative and computational skills most relevant to business decision making.

Potential career opportunities include

- Business Analytics
- Business Operations
- Credit Analytics
- Financial Mathematics
- Market Research
- Operations Research
- Sports Analytics



# PRIME

The Bachelor of Science in Business Analytics consists of seven courses (21 credits) comprised of five required Business Analytics (BUA) courses, a Business Analytics elective, and an applied elective selected from a list of analytics courses offered by the various departments in The Peter J. Tobin College of Business.

### REQUIRED

*The following five courses (15 credits):*

BUA 3330	Introduction to Business Analytics
BUA 3336	Big Data and Data Mining for Business
BUA 3337	Predictive Analytics and Business Forecasting
BUA 3338	Simulation Methodology for Business
BUA 3350	Business Research Methods

### BUSINESS ANALYTICS ELECTIVES

*One course from the following (3 credits):*

BUA 3310	Data Visualization
BUA 3311	Fundamentals of Machine Learning for Business
BUA 3346	Optimization for Business Decision Making
IS 3339	Business Applications Software
IS 1332	Computer and Business Software
IS 3347	Business Data Communication and Network
IS 3352	Data and Database Management

### APPLIED ELECTIVES

*One course from the following (3 credits):*

ACC 3352	Financial Statement Analysis
ECO 4345	Introduction to Econometrics
FIN 3388	Derivative Markets
MGT 4324	Advanced Operations Management
MKT 3313	Analytics for Consumer Insight
RMI 3388	Computer Applications in Insurance

### OTHER TOBIN BACHELOR OF SCIENCE MAJORS:

- Accounting
- Actuarial Science
- Business
- Business Analytics
- Economics
- Finance
- International Management
- Management
- Marketing
- Risk Management and Insurance

### FOR MORE INFORMATION, CONTACT

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[www.stjohns.edu/resources/places/business-analytics-information-systems](http://www.stjohns.edu/resources/places/business-analytics-information-systems)

