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
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