



Department of Business Analytics and Information Systems

Minor in Business Analytics

Overview

As the era of generating enormous amounts of data continues to expand, the demand for well-educated experts to analyze this data has increased significantly. In the business arena, business practitioners armed with analytical tools can turn raw data into meaningful and tangible business solutions. Indeed, in today's data-driven world, Business Analytics are becoming indispensable tools 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 students' analytical abilities and provide them with a solid background in quantitative and computational skills most relevant to business decision-making.

Courses

The minor requires completion of BUA 2334 (Modern Statistics II) or an equivalent course, plus successful completion of 12 credits (four courses) with a grade of C or higher out of the following 24 credits (eight courses). Sophomore students with at least 30 earned credits can begin minoring in Business Analytics.

BUA 3330	Introduction to Business Analytics (3 Credits)
BUA 3336	Big Data and Data Mining for Business (3 Credits)
BUA 3337	Predictive Analytics and Business Forecasting (3 Credits)
BUA 3338	Simulation Methodology for Business Applications (3 Credits)
BUA 3346	Optimization for Business Decision Making (3 Credits)
IS 3339	Business Applications Software (3 Credits)
IS 3347	Business Data Communications and Network (3 Credits)
IS 3352	Data and Database Management (3 Credits)

Career Outcomes

During the last 20 years, an enormous amount of business data has become available. Analyzing these data effectively poses a real challenge for business practitioners. As a result, individuals with training in Business Analytics are in high demand. To address this issue, the Business Analytics and Information Systems department offers a curriculum designed to sharpen students' analytical abilities and provide them with a background in quantitative and computational skills most relevant to business decision-making.

Potential career opportunities include:

- Business Analyst
- Business Operations Analyst
- Credit Analyst
- Digital Media Analyst
- Market Researcher
- Quantitative Analyst
- Research Analyst
- Statistician

For more information, contact:

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