

# BUSINESS ANALYTICS, BS

## Program Description:

Business Analytics is the process of descriptive, predictive, and prescriptive transformation of data to provide insights into making better business decisions. Students will complete core courses and electives that emphasize the applications of analytics to business decision making. The curriculum includes foundation knowledge in business statistics and analytics and further provides students with the opportunity to acquire functional area specialization in accounting analytics, financial analytics, and marketing analytics. Students also receive coursework in linear models, time series, customer relationship management, data base management, data mining, data visualization, and optimization.

## Student Learning Outcomes

In addition to the comprehensive learning outcomes listed in the Whitman School's Undergraduate Education description, students in this major are expected to achieve the following additional learning outcomes:

1. Demonstrate an understanding of data gathering, preparation, communication, and management to meet specific business objectives and enhance the effectiveness of business decision-making;
2. Acquire the most recent technologies, applications and practices needed in the continuously emerging field of business analytics;
3. Demonstrate in-depth understanding of the applications of (1) descriptive; (2) predictive; and (3) prescriptive data analytic methods;
4. Apply business data analytic approaches to functional areas

Code	Title	Credits
<b>Business Analytics, BS</b>		
The Business Analytics, BS degree requires at least 122 credits, distributed as indicated below.		
<b>Business Analytics: Required Course</b>		
BUA 451	Advanced Business Analytics	3
BUA 455	Data Management for Business	3
<b>Business Analytics Electives</b>		
Required to take 3 electives. Two electives must have the BUA prefix. The third elective can be BUA or an approved functional elective.		9
BUA 454	Business Network Models	
BUA 466	Data Mining for Business	
BUA 477	Visual Analytics for Business	
BUA 488	Predictive Learning for Business	
BUA 400	Selected Topics	
Students may select one functional elective:		
ACC 452	Accounting Analytics	
or FIN 454	Financial Analytics	
or MAR 453	Marketing Analytics	
or SCM 444	Wine Analytics	
<b>University-wide Requirements</b>		4
FYS 101	First Year Seminar	
3-credit IDEA requirement that can be selected from an approved list		
<b>Quantitative Skills</b>		13

MAT 284	Business Calculus	
MAS 261	Introductory Statistics for Management	
BUA 345	Business Analytics for Management Decisions	
Science elective (astronomy, biology, chemistry, earth science, physics, or any physical science)		3
<b>Communication Skills</b>		9
WRT 105	Studio 1: Practices of Academic Writing	
WRT 205	Studio 2: Critical Research and Writing	
WRT 307	Advanced Writing Studio: Professional Writing	
<b>Required Arts &amp; Sciences Courses</b>		9
ECN 101	Introductory Microeconomics	
PSY 205	Foundations of Human Behavior	
ECN 102	Introductory Macroeconomics	
or ECN 203	Economic Ideas and Issues	
<b>Arts &amp; Sciences Electives</b>		26
26 credits taking through any subject offered by the College of Arts & Sciences or Maxwell School. IDEA courses offered in CAS/MAX can be taken to fulfill the 3-credit IDEA course requirement. FYS 101 counts towards 1 credit of this requirement.		
<b>Whitman Required Core Courses</b>		31
In addition to Whitman coursework taken within other skills areas, students are required to complete the following coursework in the Whitman core:		
SOM 122	Perspectives of Business and Management	
LPP 255	Introduction to the Legal System	
ACC 151	Introduction to Financial Accounting	
ACC 252	Intro to Managerial Acc	
FIN 256	Principles of Finance	
MAR 255	Principles of Marketing	
SCM 265	Introduction to Supply Chain Management	
MGT 247	Introduction to Strategic Management	
MGT 248	Managing and Leading People in Organizations	
SOM 354	Managing in a Global Setting	
<b>Whitman Senior Capstone</b>		3
EEE 457	Strategic and Entrepreneurial Management	
<b>Business Elective</b>		4
A business elective is any upper-division course in the Whitman School that gives credit but is not used to fill requirements in other groups. This course cannot be from the student's major area(s). IDEA courses offered in the Whitman School can be taken to fulfill the 3-credit IDEA course requirement.		
<b>Free Electives</b>		12
Students complete additional credits from any credit-bearing course with the following conditions: no more than 3 credits of physical education, health, or music ensemble may be used; and students may not take courses considered to have content that duplicates courses already taken. IDEA courses taken outside of the CAS/MAX and the Whitman School can be taken to fulfill the 3-credit course requirement.		
<b>Global Diversity</b>		
Whitman students must have some form of global experience. For most students, this is achieved through study abroad. Students may also fulfill the requirement with the completion of two courses from the global diversity electives list (which may fulfill other course requirements for the degree).		

**Community Engagement**

Students are required to apply their management skills and knowledge to community problems. This is realized through an unpaid community service project in which 50 hours are completed throughout the undergraduate experience. Services must be completed at a non-profit and requires pre-approval from the Whitman Undergraduate Office.

**Internship**

Students are required to have at least one internship after they acquire junior standing. The internship should consist of 120 hours on-site, be a natural extension of the classroom, and provide substantial opportunity for knowledge attainment and skill development. Exposure to real job situations related to the students major is required. The internship should be registered in Handshake and approved by the Whitman Career Center prior to beginning.

**Total Credits****129****Undergraduate University Requirements**

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)