Business Analytics
Undergraduate MIS Concentration

PROGRAM OVERVIEW

- Business Analytics (BA), also known as Business Intelligence (BI), is strategically important for every organization to maintain competitive advantage by extracting meaningful information from the flood of digital data collected by businesses, government, and scientific agencies.

- Business Analytics involves information technologies, applications, and practices for collection, integration, analysis, and presentation of business data and information. BA allows managers to extract information from the data to make decisions regarding operations, sales and marketing, and research and development of products and services.

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PROGRAM COURSE INFORMATION

- **To complete this undergraduate MIS concentration in business analytics, the four courses are required with minimum grades of "C" required in all courses:**
  - ISM 4212 - Database Management Systems
  - ISM 3116 -Introduction to Business Analytics and Big Data
  - ISM 4117 - Data Mining and Predictive Analytics
  - ISM 4403 - Advanced Business Analytics