



# Business Analytics

## at Benedictine University

### Why study Business Analytics at Benedictine?

Business analytics is the practice of using optimal business management decisions with the help of graphics and analytical tools. Business analytics enables an organization to gain insight that drives data-driven decisions. The importance and prevalence of business analytics in business is highly recognized in the marketplace. A recent survey of approximately 3,000 executives, managers and business analysts across more than 30 industries was conducted by the MIT Sloan School of Management and IBM Institute for Business Value. The survey results show that top-performing organizations use analytics five times more than lower-performing organizations, creating a growing demand for employees with analytical skills and a foundation in business fundamentals. The Business Analytics major is designed to address this demand.

A student who graduates with a degree in Business Analytics will be well prepared to enter the marketplace with broad-based knowledge of business fundamentals combined with analytical skills. A graduate can select a path that leads to a managerial position or choose a path that prepares them for a career involving hands-on data analysis and reporting of relevant business information for better managerial decision-making outcomes.

When you choose to become a Business Analytics major at Benedictine University, you will receive thorough exposure to Business Analytics-related principles and hands-on tools used in today's businesses. The major is designed to provide students with the business applications side of analytics while helping students understand the major software tools used on the job. Classes will focus on how analytics is applied to managerial decisions in business by experienced instructors, guest speakers and the use of practical case studies. You will also be prepared to pursue graduate studies.

Benedictine University offers you:

- Experiential learning opportunities through the Institute for Business Analytics and Visualization
- An opportunity to study topics in specific analytics-related areas, such as visual techniques, decision dashboards, Web intelligence, and data and text mining.
- Opportunities to gain practical experience while earning a salary and collecting college credit through an internship.
- Close contact with professional faculty made possible by our low student-to-faculty ratio.
- The broad-based education that will help you get your first professional job and become an asset in earning future promotions.
- A superb location in Chicago's western suburbs where you will be near high-tech industries, many with national headquarters nearby.
- Potential membership in the Accounting Club, Investment Club or the American Marketing Association, all of which organize field trips, guest speakers and social events around your business interests.

### What careers are available with a degree in Business Analytics?

Our program has been designed to provide you with the necessary theoretical and practical background for careers in the following business analytics-related fields:

- Corporate management
- Analytical consulting
- Project management
- Data analysis
- Operations Research
- Operations Analysis

### Internship M.B.A., M.S. in Accountancy, and M.S. in Management Information Systems 4+1 Programs

Earn a graduate degree in approximately one year after earning your undergraduate degree with the Internship Master of Business Administration (M.B.A.), Master of Science (M.S.) in Accountancy, or M.S. in Management Information Systems 4+1 programs. These programs were developed specifically for students who wish to earn an M.B.A., M.S. in Accountancy or M.S. in Management Information Systems immediately following an undergraduate degree. The Internship M.B.A. program provides a faculty advisor who guides students in locating internships. Acceptance into one of these programs is determined individually for each student based on official grades. Course waivers or substitutions are not guaranteed. Typically, two years of work experience is required for the Internship M.B.A., with consideration of part-time employment given.

# Program Map

## Business Analytics

The program map outlines Business Analytics requirements for graduation. It does not specify all general education requirements for graduation.

- Suggested time frame to enroll in major requirements and finish within four years.
- Recommended term to enroll in course.

Department Core ("C" or better required)	Course/Modes of Inquiry	Prerequisites	Year 1		Year 2		Year 3		Year 4	
			Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Accounting I	ACCT 111	MATH 105 or MATH 110	●							
Accounting II	ACCT 112	ACCT 111		●						
Macroeconomics	ECON 101	MATH 105, 108 or 110		●						
Microeconomics	ECON 102	MATH 105, 108 or 110				●				
Business Statistics I	MGT 150	MATH 105 or 110				●				
Managerial Decision Making Under Uncertainty	BALT 301	MGT 150				●				
Managerial Finance	FINA 300	ACCT 112 and MATH 105 or MATH 110				●				
Management	MGT 300	Sophomore Standing				●				
Marketing	MKTG 300	Sophomore Standing				●				
Strategic Management	MGT 380	Senior Standing, FINA 300, MGT 300 and MKTG 300								●
<b>Cognates</b>										
Excel for Mere Mortals	BALT 240	MGT 150		●						
Business Calculus	MATH 115	MATH 105 or 110		●						
Ethics	MGT 252 or approved Philosophical (QPL) course						●			
<b>Required Major Specialization Courses (9 semester credit hours)</b>										
Introduction to SAS for Business Analytics	BALT 300	MGT 150				●				
Data and Text Mining	BALT 320	MGT 251 or BALT 301					●			
Database Structure and Queries	BALT 330	BALT 240						●		
<b>Specialization Electives ("C" or better required, choose 9 semester credit hours)</b>										
Visualization Techniques and Dashboarding	BALT 310							●		
Advanced Data Visualization Techniques	BALT 315	BALT 310							●	
Infographics for Business	BALT 318									●
Lean Six Sigma for Operational Excellence	BALT 325									●
Web Intelligence and Analytics	BALT 340									●
Business Process Management	BALT 350									●
Social Network Analysis	BALT 360	BALT 301 or MGT 251/ Offered Periodically								●
Introduction to GIS for Business Analysis	BALT 370	Offered Periodically								●
Predictive Analytics I	FINA 330									●
Project Management	MGT 347									●

# Concentrations

What are concentrations? Concentrations are specific groupings of courses designed to develop a career focus within an undergraduate major. These bundles of courses allow students to focus their studies and actively prepare for a career in a specialized field. Certain courses in the concentration may fulfill major specialization requirements in several majors.

## Digital Marketing

Twelve semester credit hours consisting of: MKTG 345 Introduction to Web Analytics, MKTG 347 Social Media Marketing, MKTG 348 Content Development and Search Engine Optimization and MKTG 349 Search Engine Marketing.

## Integrated Marketing Communications (IMC)

Thirteen semester credit hours consisting of: MKTG 330 Promotional Strategy, MKTG 333 Personal Selling and Sales Management, MKTG 334 E-Commerce and GAD 260 Graphic Design I or COMM 263 Advertising Copywriting.

## Managing Human Resources

Twelve semester credit hours consisting of three required courses: MGT 330 Human Resource Management, MGT 334 Training and Development, and MGT 335 Compensation and Performance Management; and one of the following courses: MGT 235 Business Law I, MGT/PSYC 320 Organizational Behavior or MGT/INTB 302 International Management.

## Operations Management

Twelve semester credit hours consisting of: MGT 235 Business Law I, MGT 333 Operations Management, BALT 325 Lean Six Sigma for Operational Excellence or INTB 340 Global Logistics and BALT 350 Business Process Management.

## Sports Management

Twelve semester credit hours consisting of two required courses: MGT 305 Introduction to Sports Culture in America and MKTG 305 Sports Marketing; and two of the following courses: MGT 235 Business Law, MGT 297 Internship or MGT 301 Entrepreneurship.

## Sports Marketing

Twelve semester credit hours consisting of two required courses: MKTG 305 Sports Marketing and MGT 305 Introduction to Sports Culture in America; and two of the following courses: MKTG 297 Internship, MKTG 330 Promotional Strategy or INTB 371 International Negotiations.

## Visualization Techniques

Twelve semester credit hours consisting of: BALT 315 Advanced Data Visualization Techniques, BALT 318 Infographic for Business, BALT 370 Introduction to GIS for Business Analysis and GAD 260 Graphic Design I.