

BUSINESS ADMINISTRATION

Specialization: Business Intelligence and Analytics Management



ABOUT THIS DEGREE PROGRAM

BUSINESS CORE

A FOUNDATION IN BUSINESS

This program features a series of essential Business Core courses to help build interdisciplinary skills critical to workplace success. These courses introduce students

to key disciplines that support business careers and cover concepts related to general business principles, including accounting, marketing, management and the analytic skills that inform business decision-making.

The Business Core coursework introduces students to contemporary workplace applications. In each course, the learning experience is enhanced through activities that help students apply the course material, while shaping future education and career choices.

A PROGRAM TO FUEL YOUR FUTURE

You'll gain a deeper understanding of data and its collection, management, retrieval, analysis and utilization. This program also teaches you to manage and secure databases, identify data needs, select and apply analytical methods, develop reports and recommend actions using analytics.

IS THIS PROGRAM FOR YOU?

Interested in how data drives business decision-making? Then this program might be the right fit for you.

CAREER OPPORTUNITIES

Graduates who complete DeVry's Bachelor's in Business Administration degree with a specialization in Business Intelligence and Analytics Management may consider, but are not limited to, the following careers:

- Business Intelligence Developer
- Business Intelligence Analyst
- Business Analyst
- Financial Analyst
- Business Intelligence Administrator
- Marketing Analyst

WHAT YOU'LL LEARN

ESSENTIALS

- Communicate methods and findings
- Collaborate in a dynamic work environment
- Analyze business-related data
- Apply appropriate technologies

BUSINESS CORE

- Lead, manage and collaborate in diverse environments in physical and virtual settings
- Allocate financial and human resources, manage risk and analyze business opportunities
- Evaluate and solve complex business problems using numerical and qualitative data
- Use technology to develop business solutions to improve daily operations and long-term strategy

PROGRAM

- Analyze financial and statistical data using spreadsheet and database software
- Apply marketing strategies for business products and services

SPECIALIZED

- Select and apply methods to summarize data, identify patterns and make predictions
- Design databases, retrieve requested information and develop reports
- Analyze website activity and optimize websites for desired results
- Evaluate business processes and systems, recommend improvements and plan change initiatives.

QUICK FACTS

124
CREDIT HOURS
minimum credit hours
required for graduation^{1,2}

2 + 8
YEARS MONTHS
minimum length to graduation³

ACCREDITATION MATTERS

The Bachelor of Science in Business Administration degree has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it meets standards of business education that promote teaching excellence.

LEARN FROM THOSE WHO LEAD

Our accomplished faculty of experienced educators is passionate about teaching and guiding students toward success. Shape and build your education with guidance from faculty who challenge you intellectually and provide insight into new learnings from their real-world knowledge and industry expertise.

MICROSOFT OFFICE PRODUCTIVITY TOOLS

To ensure you have a robust learning experience, as part of your program, you will use latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.

BE AN ACTIVE PART OF AN INCLUSIVE FUTURE

Customize your curriculum by choosing Diversity, Equity and Inclusion (DE&I) course alternates for your Communication Skills, Humanities and Social Science courses. These options highlight relevant topics to help empower you to promote an inclusive workplace.



LEARN
FROM THOSE WHO
LEAD



DIVERSITY,
EQUITY &
INCLUSION

¹ 128 for students enrolled at a New Jersey location. ² 127 for students enrolled at a Pennsylvania location.

³ Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/online-programs.html>.

Business Administration | Business Intelligence and Analytics Management

ESSENTIALS

50
CREDIT HOURS

COMMUNICATION SKILLS¹

ENGL112² Composition
ENGL135 Advanced Composition
ENGL216 Technical Writing

Select one

SPCH275 Public Speaking
SPCH276 Intercultural Communication ☼

HUMANITIES^{3,4}

LAS432 Technology, Society, and Culture ☼

Select one

ETHC334 Diversity, Equity and Inclusion in the Workplace ☼
ETHC445 Principles of Ethics

Select one

HUMN303 Introduction to the Humanities
HUMN304 Multi-Ethnic Humanities ☼

SOCIAL SCIENCES

LAWS310⁵ The Legal Environment
SOCS185 Culture and Society ☼

Select one

SOCS325 Environmental Sociology
SOCS350 Cultural Diversity in the Professions ☼

MATHEMATICS AND NATURAL SCIENCES⁶

MATH114 Algebra for College Students
MATH221 Statistics for Decision-Making
SCI228⁷ Nutrition, Health and Wellness with Lab

PERSONAL AND PROFESSIONAL DEVELOPMENT

CARD405 Career Development
COLL148 Critical Thinking and Problem-Solving

☼ This icon indicates Diversity, Equity & Inclusion Courses

¹ 14 credit hours for students enrolled at a New Jersey location.

² Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

³ Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.

⁴ 12 credit hours for students enrolled at a Pennsylvania location.

⁵ Students enrolled at a Nevada location must take POL1332 in lieu of this requirement.

⁶ 11 credit hours for students enrolled at a New Jersey location.

⁷ Students enrolled at a New Jersey location may take PHYS204 or SCI200 to fulfill this requirement.

BUSINESS CORE

18
CREDIT HOURS

BUSINESS CORE^{8,9}

ACCT212 Financial Accounting
BIS155 Data Analysis with Spreadsheets with Lab
BUSN115 Introduction to Business and Technology
BUSN319 Marketing
COMP100 Computer Applications for Business with Lab
MGMT303 Principles of Management

⁸ 30 credit hours for students enrolled at a New Jersey location, where the additional credit hours satisfy the Electives course area requirement.

⁹ Students enrolled at a New Jersey location must also take the following to fulfill this requirement: BUSN369; BUSN412; GSCM206.

PROGRAM

29
CREDIT HOURS

FINANCE AND MANAGEMENT

ACCT360 Managerial Accounting
BIAM110 Introduction to Business Analytics
BUSN379 Finance
ECON312 Principles of Economics
MGMT404 Project Management

ELECTIVES

Two of:

BUSN350 Business Analysis
CEIS110 Introduction to Programming
MGMT408 Management of Technology Resources

One of:

BIS245 Database Essentials for Business with Lab
BUSN278 Budgeting and Forecasting
SEC310 Principles and Theory of Security Management

SENIOR PROJECT

BUSN460 Senior Project

SPECIALIZED

27
CREDIT HOURS

BUSINESS INTELLIGENCE AND ANALYTICS MANAGEMENT

BIAM300 Managerial Applications of Business Analytics
BIAM400 Applied Business Analytics
BIAM410 Database Concepts in Business Intelligence
BIAM420 Introduction to Internet Analytics
BUSN350 Business Analysis
GSCM206 Managing Operations Across the Supply Chain
GSCM209 Supply Chain Management Decision Support Tools and Applications

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