

B.S. in Business Analytics

The Bachelor of Science in Business Analytics is offered through the Worldwide Campus and the ERAU Asia Institute.

On either campus, students develop analytical and data-driven decision-making skills within aviation-focused learning environments supported by experienced faculty and global industry resources.

At the **Worldwide Campus**, the Bachelor of Science in Business Analytics focuses on evidence-based management and data-driven decision-making to address business problems. The program includes study of business outcomes and strategy through applied activities, analytics and visualization software, and case studies. Areas of study include data sourcing, database and data manipulation, statistics, computation, output, visualization, and communication, as well as data ethics. Students may earn the SAS Academic Certification Badge by completing four required business analytics (BUAN) courses.

At the **Asia Campus**, Business Analytics relates to applications within the aviation and aerospace industry. Demand for air travel, influenced by economic growth, emerging markets, and societal changes, contributes to the need for individuals with data analysis skills. Potential areas of application include data-driven revenue management, airline network planning and optimization, aircraft maintenance and safety analytics, and airport operations and management. Employment settings may include airlines, airport operators, aviation consultancies, aviation technology companies, and financial institutions.