

B.S. in Business Analytics

Organizations are generating volumes of data. This data could be used to generate insight, mitigate risk, identify superior products, and solve business problems if it were properly analyzed. The Bachelor of Science in Business Analytics (BSBA) is grounded in the concepts of Evidence-Based Management and seeks to provide data-driven answers to today's organizational questions. Students will learn how to source, manipulate, and analyze data as well as generate insightful results all within an ethical framework. These results will include infographics, visualizations, and executive reports suitable for a business audience. In addition, students will learn the hands-on skills needed to use popular analytics software platforms and manage large volumes of data and communicate those results in impactful ways using aviation and aerospace examples and case studies. The goal of this degree is to enable students to look through a business lens, generate new insights with data, and influence key business decisions.

Estimated Cost of Attendance

Students will:

- Describe underlying business challenges and determine/create appropriate sources of data/information.
- Describe the foundations and techniques of big data analytics in business as part of evidence-based management.
- Synthesize data output into clear, actionable insights that inform business problems and create executable solutions.
- Apply concepts in data presentation and visualization to effectively communicate results to a diverse audience.
- Identify different business opportunities, constraints, and needs for data analytics, including the ethical components involved.

DEGREE REQUIREMENTS

General Education

General Education

Embry-Riddle courses in the general education categories of Communication Theory and Skills, Humanities, and Social Sciences may be chosen from the list below, assuming prerequisite requirements are met. Courses from other institutions are acceptable if they fall into these broad categories and are at the level specified.

Communication Theory and Skills

ENGL 123	English Composition	3
ENGL 222	Business Communication	3
Any Communication Theory and Skills above ENGL 106		3

Humanities*

Humanities elective (lower or upper level)	3
Humanities Elective (upper level)	3

Social Sciences

ECON 210	Microeconomics	3
ECON 211	Macroeconomics	3

Physical and Life Science

Physics/Biology/Meteorology/Chemistry/Environmental Science/Astronomy	6
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Mathematics

STAT 211	Statistics with Aviation Applications	3
	or STAT 222 Business Statistics	
Any College Algebra or Higher Math or any Statistics (Credit cannot be awarded for STAT 211 or STAT 222)		3

Computer Science

CSCI 123	Introduction to Computing for Data Analysis	3
Total Credits		36

Core/Major

Common Business Core

MGMT 201	Principles of Management	3
MMIS 221	Introduction to Management Information Systems	3
MKTG 311	Marketing	3
ACCT 210	Financial Accounting	3
ACCT 312	Managerial Accounting	3
OBLD 317	Organizational Behavior	3
MGMT 325	Social Responsibility and Ethics in Management	3
FINE 332	Corporate Finance I	3
BUSW 335	International Business	3
BUSW 390	Business Law	3
LGMT 420	Management of Production and Operations	3
MGMT 436	Strategic Management	3
Total Credits		36

Business Analytics Core

BUSW 352	Business Quantitative Methods	3
BUAN 301	Evidence-Based Management: The Need for Data	3
BUAN 428	Business Analytics and Data Intelligence	3
BUAN 302	Communication and Ethics in Data Analysis	3
MMIS 385	Programming Concepts	3
MMIS 392	Database Management	3
BUAN 304	Advanced Statistics and Analytics Concepts	3
BUAN 405	Applied Analytics I -- Descriptive Analytics	3
BUAN 406	Applied Analytics II -- Predictive Analytics	3
BUAN 407	Business Intelligence in Industry Capstone	3
Total Credits		30

Electives

Transfer Credit -or- COB Minor -or- COB non-duplicated undergraduate level courses	15
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Open Electives (Lower or Upper Level)	3
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Total Degree Requirements	120
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