

B.S. in Business Analytics

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.