

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