Nebraska Wesleyan University

Business Analytics (B.S., B.A.)

Catalog

2026-2027

Program Description

The degree of Bachelor of Science (B.S.) in Business Analytics focuses on the use of data analysis and statistical methods to inform business decision-making. This program covers key areas predictive modeling, and data visualization, equipping students with the skills to extract, analyze, and visualize data to solve business problems.

Departments

1. Business, Accounting and Economics (Undergraduate)

Business Analytics Major (B.A. or B.S., 44-47 hours)

Required Courses	41-44 hours
MATH 1100 College Algebra or higher not including the courses below *See below	3-5 hours
Statistics course (Choose from:) • BUSAD 2100 • MATH 1300 Statistics • POLSC 2000 Analyzing Politics and Policy • PSYCH 2100 Psychological Statistics	3-4 hours
DATA 1200 Excel and SQL Programming	4 hours
DATA 1350 Introduction To Data Analytics	4 hours
ACCT 1310 Principles of Accounting I	3 hours
ACCT 1320 Principles of Accounting II	3 hours
ECON 1540 Microeconomic Principles	3 hours
ECON 3350 Introductory Econometrics	3 hours
BUSAD 2300 Business Communication	3 hours
BUSAD 2450 Career Navigation & Exploration In Analytics**	3 hours
BUSAD 2460 Business Analytics I**	3 hours
BUSAD 3560 Business Analytics II**	3 hours
BUSAD 4970 Business Internship	3 hours
Capstone	**3 hours**
BUSAD 4460 Practicum**	3 hours

*A department-approved math course: MATH 1100 College Algebra, or MATH 1600 Calculus II.

**This course is offered remotely via NWU's partnership with a Consortium. The partnership allows students to earn NWU credit for specific courses. Classes are designed by top academics and industry leaders, vetted by NWU, and taught by experts in the field.