

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/Programs

1. Business, Accounting and Economics (Undergraduate)

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

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