

Major:

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

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

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.

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

| Required Courses                                                                                                                                                                                                      | 41-44 hours    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| MATH 1100 College Algebra<br>or higher not including the courses below<br>*See below                                                                                                                                  | 3-5 hours      |
| Statistics course (Choose from:) <ul style="list-style-type: none"><li>BUSAD 2100</li><li>MATH 1300 Statistics</li><li>POLSC 2000 Analyzing Politics and Policy</li><li>PSYCH 2100 Psychological Statistics</li></ul> | 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        |
| <b>Capstone</b>                                                                                                                                                                                                       | <b>3 hours</b> |
| 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.