

THE UNIVERSITY OF SCRANTON
KANIA SCHOOL OF MANAGEMENT
BUSINESS ANALYTICS

About the Program

Business analytics is the practice of evaluating data to extract insights that help organizations make better business decisions and solve problems. It is widely recognized as a strategic necessity in today's competitive business environment and is a growing career field.



Outcomes & Opportunities

- You will learn not only how to analyze data, but you will also gain the technical skills necessary to collect the data, along with communication skills, managerial skills and decision-making skills. You will study topics like data mining, database management systems, business forecasting and business programming. By the time you graduate, you will be able to turn a variety of business data into a competitive advantage.
- Here are some of the types of jobs you can obtain with a degree in business analytics:
 - management consultant
 - data analyst
 - business intelligence analyst
 - operations research analyst
 - market research analyst
- The annual median pay for a career in data analytics can range from \$82,000 to \$114,000. Job growth and the median salary for business analyst positions are largely dependent on the rate of growth of the industry you're in, such as health care, retail, construction, banking or transportation.

Our Kania School of Management
has ranked among The Princeton
Review's "Best Business Schools"
for 16 years.



SUCCESS AHEAD

admissions.scranton.edu/busanalytics

BUSINESS ANALYTICS CURRICULUM

	Department & Number - Descriptive Title of Course	Fall Cr.	Spr. Cr.
FIRST YEAR			
GE S/BH	ECO 153 - (S) Principles of Microeconomics – ECO 154 - (S.) Principles of Macroeconomics	3	3
BUS CORE	BUS 150 - Career and Professional Development	1	
GE SPCH-WRTG	BUS 140 - (FYDT,FYOC) Business Information & Oral Proficiency – WRTG 107 - (FYW) Composition	3	3
GE PHIL-T/RS	PHIL 120 - Introduction to Philosophy – T/RS 121 - Theology I: Introduction to the Bible	3	3
GE QUAN	MATH ELECT - Math Option (two courses) ¹	3-4	3-4
GE HUMN	HUMN ELECT - Humanities Electives ²	3	3
GE FSEM	First Year Seminar ⁴		
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SECOND YEAR			
BUS CORE	ACC 253 - Financial Accounting – ACC 254 - Managerial Accounting	3	3
BUS CORE	STAT 251 - (Q) Statistics for Business I – STAT 252 - (Q) Statistics for Business II	3	3
BUS CORE	MGT 251 - Legal Environment of Business		3
BUS CORE	OIM 251 - Excel for Business Applications	1	
GE PHIL-T/RS	PHIL 210 - Ethics – T/RS 122 - Theology II: Introduction to Christian Theology	3	3
GE NSCI	NSCI ELECT - Natural Science Electives	3	3
GE HUMN	HUMN ELECT - Humanities Elective		3
GE ELECT	FREE ELECT - Free Elective ³	3	
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THIRD YEAR			
MAJOR	BUAN ELECT - Business Analytics Elective	3	
MAJOR	BUAN 261 - Introduction to Business Programming	3	
BUS CORE	MGT 351 - Introduction to Business Analytics MGT 352 - Principles of Management II	3	3
BUS CORE	MKT 351 - Introduction to Marketing – FIN 251 - Introduction to Finance	3	3
BUS CORE	OIM 351 - Introduction to Management Science – OIM 352 - Introduction to Operations Management	3	3
BUS CORE	ECO/IB 351 - (D) Environment of International Business		3
GE PHIL or T/RS	PHIL ELEC - Philosophy Elective or T/RS ELECT - Theology Elective		3
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	Department & Number - Descriptive Title of Course	Fall Cr.	Spr. Cr.
FOURTH YEAR			
MAJOR	BUAN 463 - Data Mining		3
MAJOR	BUAN 470 - Introduction to Big Data	3	
MAJOR	BUAN ELECT - Business Analytics Elective	3	3
BUS CORE	MGT 455 - Business Policy & Strategy	3	
BUS CORE	OIM 471 - Business Information Management		3
GE HUMN	HUMN ELECT - Humanities Elective	3	
GE ELECT	FREE ELECT - Free Electives	3	6
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Total: 125-127 Credits			

CONTACT INFORMATION

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1.888.SCRANTON or visit admissions.scranton.edu

¹ Those students with a Math Placement PT score of 14 or higher will begin with MATH 142. Those students who do not begin with MATH 142 and who have Math Placement DAT score of 13 or higher will begin with MATH 109.

² If EDUC 113 is required in the first semester, it is taken in place of a humanities elective and is counted as a GE free elective. One GE free elective in the fourth year must be taken as a humanities elective.

³ If a third math course is required, it replaces this GE elective.

⁴ The selection of a First Year Seminar is likely to fulfill requirements both for the First Year Seminar and a General Education Requirement. Thus the First Year Seminar will not add to the total credits for the semester. Talk with your advisor if you have any questions.

Curriculum grid effective for the 2021-22 academic year in accordance with the undergraduate course catalog.