BUSINESS ANALYTICS

KANIA SCHOOL OF MANAGEMENT

ABOUT THE MAJOR

Business Analytics transforms data into actionable insights, helping organizations make informed decisions and solve complex problems. Students develop expertise in data analysis, visualization, and predictive modeling, preparing them to tackle real-world business challenges. This major also offers growing career opportunities across industries.

CONTACT US

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admissions.scranton.edu/busanalytics

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OUTCOMES & OPPORTUNITIES

- Beyond data analysis, you'll gain technical expertise in data collection, along with vital communication, managerial, and decision-making skills. Coursework covers data mining, database management, business forecasting, and programming.
- This degree opens doors to diverse career opportunities, including roles such as management consultant, data analyst, business intelligence analyst, operations research analyst, and market research analyst.
- Annual median salaries in data analytics range from $82,000 to $114,000, with job growth and earnings shaped by industry trends in healthcare, retail, construction, banking and transportation.

AACSB ACCREDITED



THE UNIVERSITY *of* SCRANTON

BUSINESS ANALYTICS

127-128 Credits

LEARN MORE!

1st Year: FALL

COURSE#	COURSE TITLE	CREDITS
ECO 153	Principles of Microeconomics	3
BUS 150	Career and Professional Development	1
BUS 140	Business Information & Oral Proficiency	3
PHIL 120	Introduction to Philosophy	3
MATH ELECT	Math Option	3-4
HUMN ELECT	Humanities Elective	3
First Year Seminar		0
		Total Credits: **16-17**

1st Year: SPRING

COURSE#	COURSE TITLE	CREDITS
ECO 154	Principles of Macroeconomics	3
WRTG 107	Composition	3
FREE ELECT	Free Elective	3
T/RS 121	Theology I: Introduction to the Bible	3
HUMN ELECT	Humanities Elective	3
First Year Seminar		0
		Total Credits: **15**

2nd Year: FALL

COURSE#	COURSE TITLE	CREDITS
ACC 253	Financial Accounting	3
STAT 251	Statistics for Business I	3
OIM 251	Excel, Power BI, & Python	3
PHIL 210	Ethics	3
NSCI ELECT	Natural Science Elective	3
FREE ELECT	Free Elective	3
		Total Credits: **18**

2nd Year: SPRING

COURSE#	COURSE TITLE	CREDITS
ACC 252	Financial Accounting	3
STAT 252	Statistics for Business II	3
MGT 251	Legal Environment of Business	3
T/RS 122	Theology II: Introduction to the Bible	3
FIN 251	Introduction to Finance	3
		Total Credits: **15**

3rd Year: FALL

COURSE#	COURSE TITLE	CREDITS
BUAN ELECT	Business Analytics Elective	3
BUAN 365	Business Analytics with Python	3
MGT 351	MGT I: Managing Orgs	3
MKT 251	Principles of Marketing	3
OIM 351	Intro to Business Analytics	3
		Total Credits: **15**

3rd Year: SPRING

COURSE#	COURSE TITLE	CREDITS
MGT 352	MGT II: Leading People	3
FIN 251	Introduction to Finance	3
MKT 251	Principles of Marketing	3
OIM 352	Introduction to Operations Management	3
ECO/IB 351	Environment of International Business	3
		Total Credits: **15**

4th Year: FALL

COURSE#	COURSE TITLE	CREDITS
BUAN 470	Introduction to Big Data	3
BUAN ELECT	Business Analytics Elective	3
MGT 455	Business Policy and Strategy	3
HUMN ELECT	Humanities Elective	3
FREE ELECT	Free Elective	3
		Total Credits: **15**

4th Year: SPRING

COURSE#	COURSE TITLE	CREDITS
BUAN 463	**Data Mining**	3
BUAN ELECT	Business Analytics Elective	3
OIM 471	Business Info Management	3
FREE ELECT	Free Electives	6
		Total Credits: **15**

This is a sample curriculum. Please refer to the Undergraduate Catalog at **scranton.edu/catalog**.

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