

Business Analytics Emphasis Guide

Career Guide



EXPLORE

The area of emphasis in **Business Analytics** focuses on the exciting and fast-growing field of data science and business data management. This interdisciplinary emphasis teaches students to interpret and apply data to **drive strategic business decisions**.

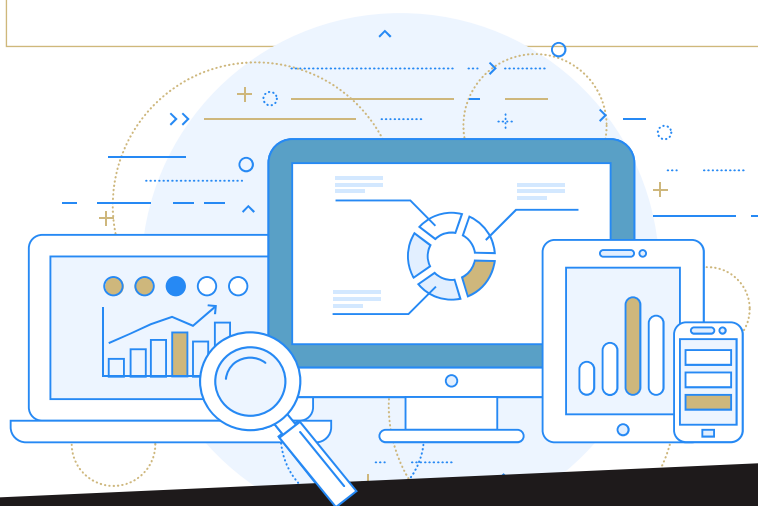
Coursework emphasizes modern tools and statistical methods to solve real world problems in marketing, supply chains, operations and other key business disciplines. The technical, quantitative curriculum prepares students for high-demand roles as consultants, analysts and managers across a wide range of industries.

Industry Overview

The business analytics field continues to grow rapidly, driven by the increasing importance of data in strategic decision-making. The skills in this program, combined with elective courses will help you focus refine your interests and shape your career path. Graduates with business analytics knowledge and skills go on to early-career roles as business analysts, consultants, market research analysts, project managers and supply chain managers.

Top Hiring Industries

Consulting	Sports, Entertainment and Leisure	IT and IT Services
Digital Marketing	Financial Services	Media
Energy and Utilities	Food and Beverage	Nonprofit
Government	Consumer Products	Transportation



Additional Tips

Organizations to Join

- Leeds Association for Information Systems
- Leeds Consulting Group
- Applied Data Science Club
- Leeds Investment & Trading Group

Events & Networking

- Attend Career Fairs
- Attend Meet & Greet and Office Hours with employers

Course Electives

Employers Notice

- Marketing Research and Analytics
- Managing Business Processes
- Python
- Customer Analytics

Recruiting Timeline

► Fall Semester

Many Fortune 500 companies recruit during the fall semester for internships and full-time positions.

► Spring Semester

Spring is when the majority of recruiting takes place and positions are posted. However, be on the lookout for internships and full-time positions year round.

Resources

Resume and Cover Letter Templates and Examples on leeds.ly/CareerRoundup

Make an appointment with your Industry Coach today at leeds.ly/careeradv

Stay up to date on jobs and events at leeds.ly/Handshake

Business Analytics Emphasis Guide

Academic Guide



Required Courses



BAIM 4120:
Business Analytics



MGMT 4820:
Decision Analytics



BAIM 3205:
Business Data Management



MKTG 3050:
Customer Analytics

Choose One Elective

BAIM 3220: Introduction to Python Programming

SCMG 3000: Supply Chain Management

MGMT 4120: Managing Business Processes

BAIM 4230: Customer Success with Salesforce CRM

MKTG 3350: Marketing Research and Analytics

MKTG 3700: Digital Marketing

Required Senior Capstone



BAIM 4065:
Leadership in a Digital Age

Quick Reminders

- ▶ Students must complete all **BCOR** and **BASE** classes to enroll in any **area of emphasis** classes.
- ▶ If you are also interested in **Supply Chain Management**, consider the **OPIM certificate**.
- ▶ **The Business Analytics** area of emphasis requires a total of **18 credit hours**, or **6 courses**, and can be completed in **3 semesters**.
- ▶ All courses are **3 credit hours** unless otherwise noted.



Book an appointment with an advisor today!
appointments.colorado.edu