

Business Analytics Emphasis Guide

Career Guide

EXPLORE

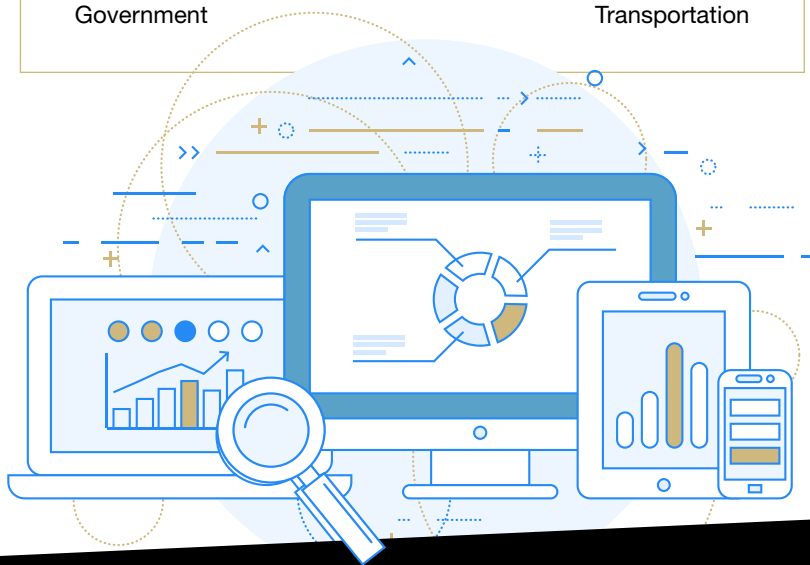
The area of emphasis in **Business Analytics** focuses on the exciting and fast-growing field of **big data**. This interdisciplinary emphasis teaches students how to translate data into **strategic business decisions**. The coursework integrates marketing and customer analytics with operations research information management and statistical methods. This technical, quantitative and statistically intensive curriculum prepares students to excel in the field of business analytics.

Industry Overview

After completing the Business Analytics area of emphasis, students find opportunities that may depend on the chosen elective courses. Examples of positions and career opportunities for graduates with business analytics knowledge and skills include Business Analyst, Management Consultant, Data Analyst, Market Research Analyst, Project Manager, Operations Manager, and Supply Chain Manager.

Top Hiring Industries

Consulting	Entertainment and Leisure	IT and IT Services
Digital Marketing	Financial Services	Media
Energy	Food and Beverage	Non-Profit
Government		Transportation



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

Additional Tips

Organizations to Join

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

Events & Networking

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

Course Electives Employers Notice

- Marketing Research and Analytics
- Supply Chain Management
- Managing Business Processes
- Python
- Enterprise Intelligence Systems

Recruiting Timeline

► Fall Semester

Some 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.

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Academic Guide

REQUIRED COURSES



BAIM 4120/BAIM 3200:
Business Analytics



MGMT 4820:
Decision Analytics



BAIM 3205:
Business Data Management



MKTG 3050:
Customer Analytics

CHOOSE ONE ELECTIVE

BAIM 3220: Introduction to Python Programming

MGMT 4500: Enterprise Intelligence Systems

MGMT 4110: Supply Chain Management

MKTG 3350: Marketing Research and Analytics

MGMT 4120: Managing Business Processes

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.
- ▶ The **Business Analytics track** requires a total of **18 credit hours**, or **6 courses** and can be completed in **3 semesters**.
- ▶ If you are also interested in **Operations Management**, consider the **OPIM certificate** or a **dual emphasis** in both tracks.
- ▶ All courses are **3 credit hours** unless otherwise noted.



Book an appointment with an advisor today!

appointments.colorado.edu