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

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.

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
**REQUIRED COURSES**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>BAIM 4120/BAIM 3200</td>
<td>Business Analytics</td>
<td>3</td>
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<tr>
<td>BAIM 3205</td>
<td>Business Data Management</td>
<td>3</td>
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<tr>
<td>MKTG 3050</td>
<td>Customer Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4820</td>
<td>Decision Analytics</td>
<td>3</td>
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**CHOOSE ONE ELECTIVE**

<table>
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<tr>
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<tr>
<td>BAIM 3220</td>
<td>Introduction to Python Programming</td>
<td>3</td>
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<tr>
<td>MGMT 4110</td>
<td>Supply Chain Management</td>
<td>3</td>
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<tr>
<td>MGMT 4120</td>
<td>Managing Business Processes</td>
<td>3</td>
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<tr>
<td>MGMT 4500</td>
<td>Enterprise Intelligence Systems</td>
<td>3</td>
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<tr>
<td>MKTG 3350</td>
<td>Marketing Research and Analytics</td>
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<tr>
<td>MKTG 3700</td>
<td>Digital Marketing</td>
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**REQUIRED SENIOR CAPSTONE**

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<th>Course Name</th>
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<tbody>
<tr>
<td>BAIM 4065</td>
<td>Leadership in a Digital Age</td>
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</table>

**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.

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**Book an appointment with an advisor today!**

appointments.colorado.edu