The area of emphasis in Business Analytics focuses on the exciting and fast-growing field of data science and management. This interdisciplinary emphasis teaches students how to interpret and use data in driving strategic business decisions. Coursework emphasizes the application of new tools and statistical methods to solve problems in marketing, supply chains, operations and other key business disciplines. This technical, quantitative curriculum prepares students for in-demand roles as consultants, analysts and managers in virtually every industry.

Industry Overview
The job market for business professionals who can bring analytical rigor to their work is strong and projected to continue growing. The skills in this program, combined with elective courses you’ll take, will help you focus your interest and career destination. 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
- Digital Marketing
- Energy and Utilities
- Government
- Sports, Entertainment and Leisure
- Financial Services
- Food and Beverage
- Consumer Products
- IT and IT Services
- Media
- Nonprofit
- Transportation
- Media
- Nonprofit
- 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
- 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
The Business Analytics area of emphasis requires a total of 18 credit hours, or 6 courses, and can be completed in 3 semesters.

Requirements:

- Students must complete all BCOR and BASE classes to enroll in any area of emphasis classes.
- If you are also interested in Operations Management, consider the OPIM certificate.
- All courses are 3 credit hours unless otherwise noted.

Quick Reminders:

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

Academic Advising: colorado.edu/business/advising | leedsug@colorado.edu | 303-492-6515