

BUSINESS MANAGEMENT

Specialization: Business Analytics



ABOUT THIS DEGREE PROGRAM

EMPOWERING EMERGING MANAGERS AND TEAM LEADERS

This program is designed to support students seeking to sharpen their managerial skills for a broad range of industries and organizational situations. Coursework provides a foundation of managerial principles to help students develop their leadership potential and complement their operational experience. The curriculum explores essential business topics, provides opportunities to specialize and integrates elective courses enabling students to develop skills to drive organizational change, manage projects, and achieve strategic and operational objectives.

A PROGRAM TO FUEL YOUR FUTURE

In this program, you'll cover the fundamentals of managing business intelligence initiatives. You will learn how to use data and technology to answer questions, solve problems and examine information that drives modern business.

IS THIS PROGRAM FOR YOU?

Interested in using data and technology to solve business problems? Then this program might be the right fit for you.

CAREER OPPORTUNITIES

Graduates who complete DeVry's [Bachelor's of Science in Business Management degree with a specialization in Business Analytics](#) may consider, but are not limited to, the following careers:

- Business Analyst
- Business Intelligence Administrator
- Business Intelligence Analyst
- Business Intelligence Developer
- Financial Analyst
- Data Quality Analyst
- Database Analyst

WHAT YOU'LL LEARN

ESSENTIALS

- Communicate methods and findings
- Collaborate in a dynamic work environment

BUSINESS CORE

- Lead, manage and collaborate in diverse environments
- Explore basic analytical methods for data creation, collection and utilization
- Allocate financial and human resources, manage risk and analyze business opportunities
- Evaluate and solve complex business problems using data
- Use technology to develop business solutions to improve daily operations and long-term strategy

PROGRAM

- Develop fundamental competencies necessary to align financial decisions with operational goals
- Develop an understanding of cross-cultural leadership dynamics, strategies for managing diverse teams, and skills for effective communication and research
- Utilize core project management principles to create essential documents for effective communication

SPECIALIZED

- Select and apply methods to summarize data, identify patterns and make predictions
- Design databases, retrieve requested information and develop reports
- Analyze website activity and optimize websites for desired results
- Evaluate business processes and systems, recommend improvements and plan change initiatives
- Using predictive analytics and data visualization as a driver for effective business decisions utilizing regression methods
- Identify and analyze risk types and risk mitigation strategies to evaluate how potential issues impact business outcomes.

QUICK FACTS

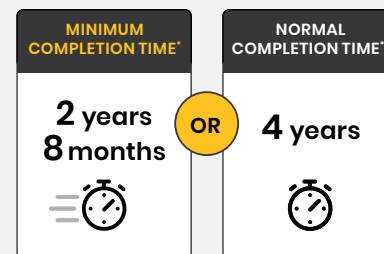
122
CREDIT HOURS
minimum credit hours
required for graduation

10%
GROWTH
nationally from 2022-2032
for employment of
Management Analysts¹



ACCREDITATION MATTERS

The Bachelor of Science in Business Management degree has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it meets standards of business education that promote teaching excellence.



ACCELERATE ON YOUR SCHEDULE

Choose the schedule that best fits your goals and commitments. You can earn your **Bachelor's Degree** in as little as **2 years 8 months.***

Or, follow a normal schedule and complete your program in 4 years.**

*Minimum completion time does not include breaks and assumes 3 semesters of year-round, full-time enrollment in 12-19 credit hours a semester per 12-month period.

**Normal completion time includes breaks and assumes 2 semesters of enrollment in 12-19 credit hours per semester per 12-month-period.

¹ <https://www.bls.gov/ooh/business-and-financial/financial-analysts.htm>, Growth projected on a national level. Local growth will vary by location.

Business Management | Business Analytics

ESSENTIALS

40

CREDIT HOURS

COMMUNICATION SKILLS

- ENGL112 Composition
ENGL135 Advanced Composition

Select one

- SPCH275 Public Speaking
SPCH276 Intercultural Communication ☒

HUMANITIES

- LAS432 Technology, Society, and Culture ☒

Select one

- ETHC334 Diversity, Equity and Inclusion in the Workplace ☒
ETHC445 Principles of Ethics

SOCIAL SCIENCES

- ECON312 Principles of Economics
SOCS185¹ Culture and Society ☒

MATHEMATICS AND NATURAL SCIENCES

- MATH114 Algebra for College Students
MATH221 Statistics for Decision-Making
SCI228² Nutrition, Health and Wellness with Lab

PERSONAL AND PROFESSIONAL DEVELOPMENT

- CARD405 Career Development
COLL148 Critical Thinking and Problem-Solving

BUSINESS CORE

21

CREDIT HOURS

BUSINESS CORE

- BIAM110 Introduction to Business Analytics
BIS155 Data Analysis with Spreadsheets with Lab
BUSN115 Introduction to Business and Technology
BUSN319 Marketing
COMP100 Computer Applications for Business with Lab
MGMT303 Principles of Management

Select one³

- ACCT207 Fundamentals of Accounting
ACCT212 Financial Accounting

PROGRAM

35

CREDIT HOURS

LEADERSHIP AND OPERATIONS

- BUSN278 Budgeting and Forecasting
BUSN369 International Business
BUSN379 Finance
LEAD335 Cross-Cultural Leadership
MGMT410 Human Resource Management

Select one

- MGMT404 Project Management
PROJ404 Project Management for the Profession

ELECTIVES

Electives may be chosen from courses listed in the [Academic Catalog](#) provided they are not used to meet any other graduation requirements and prerequisites are met. The following are suggested electives.

- ACCT360 Managerial Accounting
BUSN350 Business Analysis
TECH408 Applied AI for Management and Technology

To satisfy the Electives requirement, students who meet eligibility requirements may take up to three courses from the following graduate-level courses offered by the University's Keller Graduate School of Management. Credits earned for each course also satisfy requirements within certain Keller master's degree and graduate certificate programs. Additional information is available from student support advisors and in the Keller Graduate School of Management academic catalog.

- HRM587G Managing Organizational Change
LEAD570G Leadership in the Age of AI
MIS540G Innovation Through Technology
MIS548G AI Applications for Business

SENIOR PROJECT

- BUSN460 Senior Project

SPECIALIZED

27

CREDIT HOURS

BUSINESS ANALYTICS

- BIAM300 Managerial Applications of Business Analytics
BIAM400 Applied Business Analytics
BIAM410 Database Concepts in Business Intelligence
BIAM420 Introduction to Internet Analytics
BIAM430 Introduction to Visualization and Predictive Analytics
BUSN340 Introduction to Risk Analysis

One of

- BIAM320 Analytics in the Business Environment
BUSN350 Business Analysis
LEAD430 Consulting and Problem-Solving

¹Students enrolled at a Nevada location take POLI332.

²Ohio residents enrolled as online students, and students enrolled at an Ohio location, must take an additional natural sciences course from those with designators BIOS, PHYS or SCI as part of this requirement.

Get a Head Start on Your Master's Degree

Take your degree to the next level with the Keller Credit Pathway

Eligible Bachelor's in Business Management students may save time and money by enrolling in **up to 3 graduate-level elective courses (9 credit hours)** helping to fast-track select Keller Graduate School of Management degrees.

For more information, refer to <https://www.devry.edu/d/keller-credit-pathway.pdf>

☒ This icon indicates Diversity, Equity & Inclusion Courses

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In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), www.hlcommission.org. The University's Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 1400 Crystal Dr., Ste. 120, Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission, www.tn.gov/the.c. Lisle Campus: 4225 Naperville Rd., Ste. 400, Lisle, IL 60532. Unresolved complaints may be reported to the Illinois Board of Higher Education through the online complaint system <https://complaints.ibhe.org/> or by mail to 1 N. Old State Capitol Plaza, Ste. 333, Springfield, IL 62701-1377. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program. ©2024 DeVry Educational Development Corp. All rights reserved. Version 9/23/2024