Bachelor of Science Business Analytics

A STEM PROGRAM

Business analytics is the application of statistical methods, artificial intelligence, and machine learning techniques to derive actionable insights from business data to help guide a company's decisions and strategies. The program strikes the right balance between technical and business concepts, and provides students with the knowledge and skills to be successful in a data-driven organization.

What…will I learn?

- General business knowledge
- Statistical methods for data analysis
- AI and machine learning techniques
- How to extract, clean, and analyze data
- How to visualize data

How…will I benefit?

- Average starting salary > $60K
- High-demand career
- Skills applicable to broad range of industries

Who…needs my skills?
Everyone! Companies in all areas are moving towards data-driven decision making.

Course Topics

Include:

- Python Programming
- Business Statistics
- Data Mining
- Predictive Analytics
- Data Visualization
- Ethics in Data Usage

Questions:

Current UTA Students:
  UTA College of Business
  Undergraduate Advising
  Business Building - Suite 107
  ugadvise@uta.edu

Prospective UTA Students:
  UTA College of Business
  Undergraduate Outreach
  ugbizinfo@uta.edu

UNIVERSITY OF TEXAS ARLINGTON | COLLEGE OF BUSINESS